

AMERICAN GAS ASSOCIATION



LY-AUGUST
1956



GAS stands ready to serve you at all times, in all weathers. Winter freeze or summer scorchers won't halt your GAS supply, for buried deep in the ground, GAS lines are protected from weather's whims. You're free of "can't deliver" lines, because GAS is piped directly into your home. Instantly available, GAS is there when you need it, when you need it. It's ready, willing and able to tick your household chores. Clean and economical. GAS, in all ways, the ideal fuel for modern living.



The Ideal Fuel, heats your home, makes your meals, dries your clothes, heats your water, powers your food, saves your money... and air-conditioning.

Your Company Name



More leisure time is yours every day—with GAS, the fast fuel. GAS, the sure-fire labor saver, cuts housekeeping time to the minimum. At the flick of your finger, GAS goes to work for you. Right from the start it's hot, but, hot... doing a fast, fast job without tedious "warm-up" or left-over heat. Whatever GAS does, GAS does well—all day, every day, the quicker way. Dependable, economical, clean... GAS, in all ways, the ideal fuel for modern living.



The Ideal Fuel, heats your home, makes your meals, dries your clothes, heats your water, powers your food, saves your money... and air-conditioning.

Your Company Name



Equip your home with GAS, and reap dividends—every day of the year—an even fat dollar you spend. GAS gives you more for your money—more heat, more speed, more efficiency, more cleanliness, more day-in-year-out dependability. More appliances cost less to buy, less to install... and you'll enjoy them longer, with fewer replacements, less service. In all ways, you save with GAS. In many happy returns make GAS the ideal fuel for modern living.



The Ideal Fuel, heats your home, makes your meals, dries your clothes, heats your water, powers your food, saves your money... and air-conditioning.

Your Company Name

Gas is the Ideal Fuel

Basic advantages of gas—the ideal fuel for modern living—are "humorized" in institutional ad series for local gas company use. This hard-hitting series is another PAR Public Information activity of A.G.A.



Modern living means automatic living with GAS and modern GAS appliances. From ranges with top burner heat control... to automatic furnaces... today's gas appliances do more work with less supervision than ever before. And modern gas appliances with their decorative colors and smart lines are designed to please: the eye—an important factor in today's homes where work areas are living areas, too. All through the house, GAS is at your service, waiting to work for you—automatically—at the flick of your finger. For modern-at-tomorrow living, GAS is the ideal fuel.



The Ideal Fuel, heats your home, makes your meals, dries your clothes, heats your water, powers your food, saves your money... and air-conditioning.

Your Company Name



GAS—nature's perfect fuel—is the cleanest fuel. Ready for instant use, GAS burns instantly, completely, cleanly—with no residue of soot, smoke or dirt. When you heat with GAS, no ugly fuel film dulls your cherished possessions. When you cook with GAS, pots and pans stay shiny bright outside. From cellar to attic, your house keeps spot and spot, as the magic blue GAS flame performs its multitude of jobs. All year long—the freshness of your home proclaims it's GAS-equipped. Clean as clean can be, GAS is the ideal fuel for carefree, modern living.



The Ideal Fuel, heats your home, makes your meals, dries your clothes, heats your water, powers your food, saves your money... and air-conditioning.

Your Company Name



Help yourself to GAS—and to peak homemaking efficiency. GAS comes with to use, goes to work for you at once at the flick of a finger. GAS goes you added living space, because with GAS there's nothing to use (we do the storing for you). No need to check supplies—no need of running short. Burn only the amount you need, pay only for what you burn. For ease of use, for economy of operation, for downright practicality, GAS is the ideal fuel for modern living.



The Ideal Fuel, heats your home, makes your meals, dries your clothes, heats your water, powers your food, saves your money... and air-conditioning.

Your Company Name



Baltimore TV cameras focus on home service—story on page 28

A SLATE of new officers and directors has been drawn up by the Nominating Committee. The names and the committee's report are presented on the following pages. . . . Though we are in mid-summer now, October's cool breezes and the Atlantic City convention are not far away. For a preliminary report on the program for A. G. A.'s 39th Annual Convention, turn to page 5. . . . With graduation ceremonies in the recent past, a timely survey on our industry's activities in recruiting college manpower has been prepared under the direction of the A. G. A. Personnel Committee. There's food for thought in results, which appear on page 6. . . . Last month we told you about the grand finals of the Mrs. America contest. This month we follow with a summary of the contest's results at state and city levels. For the reactions of some of the leading gas company sponsors, see page 12. . . . We are indebted to President Mitchell for the suggestion that the members may wish to know some of our key staff people a little better. The first of a series of informal sketches is of Kurwin Boyes and is on page 16.

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For president



C. H. ZACHRY

For vice-presidents



A. W. CONOVER



R. W. OTTO



VINCENT T. MILES

For treasurer

A.G.A. nominates for 1956-1957

The General Nominating Committee of the Association has completed its selection of officers and directors for the coming year. During the Annual Convention to be held October 15-17 in Atlantic City, delegates will vote on this slate of officers and directors.

The Constitution and By-Laws of the Association, in Section 2, Article X, provides that any 50 company members may make additional nominations for any elective office and 50 individual members may make additional nominations of Section officers by placing these names in the hands of the Managing Director not later than August 1.

In making the selection of the directors, due consideration was given to rotation of directorships in order to offer an opportunity for some of the younger members and to effect a more widespread representation of newer members throughout the organization. Effort was made to appoint new directors and reappoint current directors on a geographic basis so that

attitudes and interests as they vary within those areas may be considered by the Association's Board.

Furthermore, directors were selected who would bring to the Board representation from all segments of the gas utility industry—large, medium and small companies; production, pipeline, distribution and integrated companies; companies serving manufactured, natural and mixed gas; holding companies and appliance manufacturers.

The Nominating Committee, elected at the 1955 A. G. A. Annual Convention in Los Angeles, includes the following: W. L. Shomaker (chairman), vice-president, Northern Natural Gas Co., Omaha, Neb.; Sheldon Coleman, president, The Coleman Co., Inc., Wichita, Kan.; James Comerford, president, Consolidated Natural Gas Co., New York, N. Y.; Hansell Hillyer, chairman of the board and president, South Atlantic Gas Co., Savannah, Ga.; A. W. Lundstrum, president, The Ohio Fuel Gas Co., Columbus, Ohio; Ronald A.

directors



J. B. BALMER



EVERETT J. BOOTHBY



F. D. CAMPBELL



MARVIN CHANDLER



CARL E. CLOUD



STUART COOPER



C. H. GUEFFROY



J. J. HEDRICK



ROBERT A. HORNBY



JULIUS KLEIN



DONALD C. LUCE



WALTER T. LUCKING



GEORGE T. NAFF



JOHN C. PARROTT



C. P. RATHER



E. H. TOLLEFSON

For chairmen



W. D. SWEETMAN
Accounting Section



LESLIE A. BRANDT
General Management
Section



J. ROBERT DELANEY
Industrial and
Commercial Gas Section



GROVE LAWRENCE
Operating
Section



W. D. WILLIAMS
Residential
Gas Section

For vice-chairmen



D. W. PETERSON
Accounting Section



JOHN H. WIMBERLY
General Management
Section



ROY E. WRIGHT
Industrial and
Commercial Gas Section



V. F. BITTNER
Operating Section



HERBERT C. JONES
Operating Section



A. G. BUR
Residential Gas Section

Malony, president, The Bridgeport Gas Co., Bridgeport, Conn.; W. E. Mueller, president, Colorado Interstate Gas Co., Colorado Springs, Colo.; Frank C. Smith, chairman of the board, Houston Natural Gas Corp., Houston, Texas; G. W. Wadsworth, Jr., president, Southern Counties Gas Co., Los Angeles, California.

The General Nominating Committee was unanimous in its selection of these nominees. Therefore, in accordance with the Constitution and By-Laws of the Association, the following list of nominations is proposed to the membership:

For president—C. H. ZACHRY, president, Southern Union Gas Co., Dallas, Texas.

For first vice-president—A. W. CONOVER, president, Equitable Gas Co., Pittsburgh, Pennsylvania.

For second vice-president—ROBERT W. OTTO, chairman of the board, Laclede Gas Co., St. Louis, Missouri.

For treasurer—VINCENT T. MILES, treasurer, Long Island Lighting Co., Mineola, New York.

Dean H. Mitchell, president, Northern Indiana Public Service Co., Hammond, Ind., becomes a director upon completion of his present term as Association president.

Newly nominated and re-nominated directors are:

JOHN B. BALMER, president, John Wood Co., New York, New York.

EVERETT J. BOOTHBY, president, Washington Gas Light Co., Washington, D. C.

*F. D. CAMPBELL, president, New England Gas and Electric Association, Cambridge, Massachusetts.

MARVIN CHANDLER, president, Northern Illinois Gas Co., Aurora, Illinois.

CARL E. CLOUD, president, MidSouth Gas Co., Little Rock, Arkansas.

*STUART COOPER, president, Delaware Power & Light Co., Wilmington, Delaware.

C. H. GUEFFROY, president, Portland Gas and Coke Co., Portland, Oregon.

J. J. HEDRICK, president, Natural Gas Pipeline Company of America, Chicago, Illinois.

ROBERT A. HORNBY, executive vice-president, Pacific Lighting Corp., San Francisco, California.

JULIUS KLEIN, president, Caloric Appliance Corp., Philadelphia, Pennsylvania.

*DONALD C. LUCE, president, Public Service Electric & Gas Co., Newark, New Jersey.

*WALTER T. LUCKING, president, Arizona Public Service Co., Phoenix, Arizona.

GEORGE T. NAFF, president, Texas Eastern Transmission Corp., Shreveport, Louisiana.

†JOHN C. PARROTT, president, Roanoke Gas Company, Roanoke, Virginia.

*C. P. RATHER, president, Southern Natural Gas Co., Birmingham, Alabama.

*E. H. TOLLEFSON, president, Hope Natural Gas Co., Clarksburg, West Virginia.

* Renominated.

† Nominated to serve out term of Robert W. Otto expiring October 1957.

ACCOUNTING SECTION

For chairman:

W. D. SWEETMAN, superintendent, customer ac-
(Continued on page 17)

Select speakers for 39th convention

Several nationally-known speakers will address delegates attending the 39th Annual Convention of the American Gas Association in Atlantic City, N. J., October 15, 16 and 17, according to Ronald A. Malony, president, The Bridgeport Gas Company. Three general sessions meetings of the five Sections of the Association, and a home service breakfast and round table session will be held during the three day meeting.

A highlight of the convention will be the special luncheon and business meeting devoted to a dramatic presentation on the progress being made in the development of gas all-year air conditioning equipment. The meeting will be held in the American Room of the Hotel Traymore, Wednesday, October 17, beginning promptly at 12:30 p.m.

Several capable and qualified speakers from this important field will discuss market potentials and competitive activities. In addition delegates will hear a thorough and comprehensive review of the research and development activities of seven major manufacturers currently producing gas all-year air conditioning equipment.

Plans are in the making that will assure one of the most outstanding conventions in the history of A. G. A., the General Convention Committee declares. Mr. Malony is chairman of the committee and he is assisted by the following members:

Walter E. Caine, Texas Eastern Transmission Corp.; J. F. Donnelly, Sr., A. O. Smith Corp.; C. B. Dushane, Jr., American Meter Co.; H. A. Eddins, Oklahoma Natural Gas Co.; Ralph W. Fouse, Brooklyn Borough Gas Co.; W. T. Jebb, The Hartford Gas Co.; O. H. Ritenour, Washington Gas Light Co.; Michael E. Shea, Lynchburg Gas Co.; Charles G. Simpson, Philadelphia Gas Works Division of United Gas Im-



Ronald A. Malony heads committee preparing program for October A. G. A. convention



Entertainment of delegates at Atlantic City is planned by group headed by Hugh Wathen

provement Co.; John Tuohy, Long Island Lighting Co.; Raymond J. Vandagriff, Laclede Gas Co.; Hugh L. Wathen, South Jersey Gas Co.; Tom H. Wheat, Transcontinental Gas Pipe Line Corp.; and Frank H. Wright, Southern Counties Gas Company.

General Sessions will be held in the ballroom of the Atlantic City Auditorium at ten o'clock each morning of the Convention. The first General Session on Monday will open with a surprise ceremony.

After the report by Vincent T. Miles, treasurer of A. G. A., and treasurer, Long Island Lighting Co., the President's Report will be given by Dean H. Mitchell, president of A. G. A. and president, Northern Indiana Public Service Company. In his term of office, Mr. Mitchell has gained firsthand knowledge of the progress and the problems of the industry. His report will present a clear picture of the gas industry today.

An expert's view on federal regulation will be offered by the Honorable

Jerome K. Kuykendall, chairman of the Federal Power Commission. Since the Supreme Court decision on the Phillips Petroleum case, and even more especially since President Eisenhower vetoed the Harris-Fulbright bill, decisions from the FPC vitally affect every segment of the gas industry. Producers, transporters and distributors will be interested in the immediate and long-range views expressed by the chairman of the FPC.

W. F. Rockwell, Jr., president, Rockwell Manufacturing Company, and president, Gas Appliance Manufacturers Association, will address the delegates on Tuesday morning, after the presentation of awards by A. G. A. President Dean Mitchell. He will discuss "A Coordinated Program of Progress," on an industry-wide basis. Mr. Rockwell believes the utility gas companies, the LPGA dealers, GAMA and individual manufacturers must direct their gas promotional efforts along unified lines.

"America's Role in a Changing
(Continued on page 50)



By **JOSEPH J. FAMULARO**
*Wage and Salary Administrator
 Columbia Gas System Service
 Corporation*

The natural gas industry is a major force in the growth development and economic health of this country. The job the industry faced and achieved since 1945 was gigantic. Its task in the future may be even greater and more difficult. What is the gas industry doing to attract the skills, the talent-possessing personnel it will need to accomplish the job it faces?

In the light of the challenge, the "college graduate trainee" assumes a mighty important role.

Is the natural gas industry attracting its share of recent college graduates? If not, why? Are the starting salaries low compared to other industries? Are company recruitment practices in college placement work outmoded? Are selection techniques outmoded? Are adequate training programs being provided? Is the "trainee" being stimulated and encouraged?

These and other questions are causing the industry grave concern. A recent survey of company practices on recruiting and training the college graduate conducted by the A. G. A. Personnel Committee throws some interesting light on this important and timely subject.

Twenty-three companies cooperated in the survey. They are representative of companies in our industry who actually seek and train college and university graduates. In most cases, they are companies who send representatives to various campuses and maintain cooperative relationships with colleges, universities.

Represent cross section

The total number of employees for the 23 companies is approximately 123,466; the average number of employees per company is 5,368; the range in number of employees is from a low of 1,366 to a high of 26,000. Thirteen years is the average number of years these companies have had programs of recruitment through regular planned college visitations.

Companies reported 1955 starting salaries for engineering students ranging from \$300 for a four year graduate to \$453 for a master degree. The average starting salary for engineers and other college graduates for 1955 and 1956 were reported as follows:

	% In-		
	1955	1956	crease
Engineers (4 years)	\$366	\$388	6.0
Engineers (5 years)	366	398	8.7
Engineers (Masters)	404	428	5.9
Accountants	314	341	8.6
General Business			
Trainees	336	359	6.8
Home Economists	276	285	3.3

The quota for the 23 reporting companies for 1956 is 297 engineers, an increase of 15 (5.4 per cent increase) over the engineer quota in 1955. Twelve companies are seeking more engineers in 1956 than in 1955. Five are seeking the same number of engineers. Six are seeking fewer engineers.

In 1956, 252 college recruits other than engineers make up the quota, an increase of 68 (37 per cent increase) over the 1955 quota. Eight companies will seek

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*Twenty-three companies cooperate
in a survey to find out if*

the gas industry is keeping pace in the drive to recruit new talent

Do we get our share of graduates?

more non-engineering graduates in 1956 than in 1955. Five will seek the same number of non-engineering graduates. Six will seek fewer non-engineering graduates.

In 1956, 292 college visits are to be made, an increase of 42 (16.8 per cent) over 1955. Twelve companies will visit more colleges in 1956 than in 1955. Four will visit the same number. Four will visit fewer colleges.

Companies were asked to indicate the per cent of graduates hired in 1955 in comparison to their quotas. For engineers, the average was 68 per cent; for non-engineers, the average was 87 per cent.

F. S. Endicott, director of placement, Northwestern University, states: "Comparisons with last year seem to indicate clearly that there will be an increased demand for both technical and non-technical men from current graduating classes. Reporting companies will seek 47 per

cent more technical men than they hired last year, an increase due in part to the increasing backlog of unfilled needs from previous years . . . 57 per cent of these concerns plan to visit more schools than were contacted last year."¹

Few interview

J. D. Ryder, Dean of Engineering at Michigan State University, writes that ". . . only three utilities interviewed on our campus during the 1954-1955 year, out of a total of over 300 companies interviewing a graduating class of 240 engineers. These three utilities talked to 18 engineering students in five visits. Three other companies in the manufacturing field who are regular visitors, who may call on the campus as many as three times per year, interviewed 152 different students in eight total visits. In support of the utilities it should be said that 72 other companies did as poorly in terms of average number of students interviewed per visit."²

Nineteen companies reported that the college contact is made through the placement office. Of these 19 companies, eight reported that they also make con-

tacts through contacts directly with the students.

A section in the survey on the use of special recruiting material indicates that of the 23 reporting companies: 16 use an illustrated company booklet; six use a training manual; one uses a company film; eight use annual financial reports; six use advertising.

The selection practices at the colleges are highly diversified. One hears stories of entire graduating classes being offered high paying jobs by one company, groups of students being flown from New Hampshire to Louisiana for plant visits, the offer of a job at the conclusion of a 20 minute interview, in spite of the fact that many colleges through their area college placement associations and through their own policies limit and standardize certain practices.

For example, some colleges request seniors not to accept a job offer prior to a specified date. In our A. G. A. survey, inquiries relating to this subject were limited to general selection techniques employed on the campus. Of the 23 reporting companies in this survey, the selection practices in use are as follows:

¹Frank S. Endicott, "Trends in the Employment of College and University Graduates in Business and Industry," Tenth Annual Report, 1956.

²J. D. Ryder, "The Personnel Problem of the Public Utilities in the Colleges," Symposium on Research and Education, American Institute of Electrical Engineers, 1956, P. 17.

	No. of Companies		
	Yes	Some- times	No
Use group interviews	1	13	8
Use regular company application	13	4	3
Use special college recruiting application	2	17	1
Take notes during campus interview	11	5	6
Use unstructured interview technique	8	5	3
Use tests	7	10	2
Send more than one company representative to each college	10	10	2
Use two company representatives to talk to one student	7	11	4
Obtain students' school grades	18	1	3
Obtain student evaluation from faculty	15	2	5

Additional questions were asked: "If you interview ten men, how many on the average will you invite to the company for further interviewing?"

Number of Recruits For Further Interviews	Number of Companies Reporting
8	1
6	1
5	4
3	2
2.5	2
2	7
1.5	1
1	3

It is usually difficult to discuss training programs as forms of indoctrination. However, many companies have made attempts to bridge the gap between college and industry.

In some instances, training periods have been set up to rotate the "trainee"

from place to place within the company on a pre-planned "schedule." Some companies have used a series of class periods to familiarize the trainee with company policy, practice and organization. In some engineer training programs, the "engineer trainee" often performs sub-engineering work and has little or no responsibility during the rotation period.

Other companies assign the "trainee" to a definite position and allow him to remain in that position for a year or so to learn how the job is done in that particular department before shifting him to another department. Whichever method may be employed, it is generally accepted that a need for supplying a transition period between college and industry exists.

Of the 23 companies reporting, the types of training programs presently in use are: 12 companies have informal on-the-job training programs; three have formal on-the-job training programs; three have programs wherein the trainee observes the work of other employees; five have no training programs.

The duration of these training programs vary from six months to 36 months, the average being 15 months for the companies who reported to the inquiry.

The respondents were asked to indicate the percentage of college recruits who left the company for other reasons than entering military service:

The average percentage of engineer terminations during the first year of employment: 9.4.

The average percentage of engineer terminations during the second year of employment: 14.2.

The average percentage of other terminations during the first year: 7.7.

The average percentage of other terminations during the second year: 10.5.

Nineteen companies indicated that they employ college graduates regardless

of their draft status.

Eighteen companies stated that expenses to the company for a home office or plant visit is paid by the company.

Only one company indicated that expenses in connection with moving the newly hired college graduate's family when reporting for work is paid by the company.

Engineering graduations in 1955 were approximately 22,500. The demand for engineers was several times that number and there is no reason to expect that this shortage will not continue for a good many years to come. A virtual "seller's" market exists today in the placement of the college graduate in industry.

A number of years ago it was possible for a chief engineer to call a college placement bureau and announce that he would be on the campus in two days to see the "better boys." At this writing, recruiting dates are being agreed upon for 1957. Thus, it has been a necessity for most companies in or out of the natural gas industry to adjust their personnel practices to a "seller's" market, to review their salary schedules, to review or reconstruct their training programs, to think of new ways to stimulate and encourage the newly hired college graduate.

The results of this survey, conducted in March 1956, offer a brief picture of the activities of 23 leading companies in the natural gas industry. In comparing the practices of these companies with those of others as reported in many published surveys, one can easily see that the natural gas industry is making an effort to evaluate their personnel needs and practices . . . steps that are being taken today in order to perform their functions adequately in the years to come.

Of necessity, each company should draw its own conclusions as to whether or not it is up-to-date in this "seller's" market. Is your starting salary for college graduates lagging behind? Are your college relations sound? Is your training program adequate? It is important to realize that the natural gas industry is in competition with other industries for the talents of college graduates, especially engineers.

The results of this survey indicate that we should look around and see what the other fellow is doing to find out not only what we are doing right, but what we may be doing wrong with our approach in attracting quality college graduates. The lack of the best personnel available is a matter of deep concern.

Delay mandatory automatic ignition

● The effective date for the approval requirement making mandatory automatic ignition of gas range oven and broiler burners has been postponed from Jan. 1, 1957 to Jan. 1, 1959. This action was taken by the A. G. A. Board of Directors at its meeting June 22 at Colorado Springs.

The Board acted in response to resolutions passed by GAMA's Domestic Gas Range Division and by the Gas Industry

Development Committee.

At the same time the Board voted for the Association to prepare a program for use of gas companies, dealers and manufacturers in promoting increased acceptance of "matchless" gas ranges. Gas utilities are urged to promote the inclusion into local city and town codes and ordinances of a provision permitting the installation only of A. G. A.-approved gas appliances.

Raymond M. Conner retires from Labs



Raymond Mower Conner, consultant for the American Gas Association Laboratories, will retire July 31 after 41 years of distinguished service to the American gas industry.

Mr. Conner has contributed more to the growth of the gas industry's national standards for gas appliances and accessories and to the success of the gas industry's "national gas appliance testing agency" than any other living individual. Mainly through his untiring efforts the appliance approval program of the American Gas Association for the protection of the gas consuming public, and the A. G. A. Laboratories as the means to implement the program, have evolved to the present enviable position.

Mr. Conner started his gas industry career in 1915 with the Portland Gas & Coke Co., Portland, Ore., following graduation from Oregon State College with a BS degree in civil engineering. He began work in the distribution department, later serving as head of its meter repair shop, and in 1917 was appointed chief of its testing laboratory.

In 1922 he was appointed chairman of the Gas Appliance Test Code Committee of the Pacific Coast Gas Association. The code was extensively employed in the City of Los Angeles Gas Investigation, during which period Mr. Conner was in direct supervision of gas appliance testing. As chairman of the Gas Appliance Testing Code Committee, he was presented with the Gold Medal Award of the PCGA in 1924 for his contributions to the gas industry.

Mr. Conner's outstanding accomplishments on the Pacific Coast led naturally to his selection as director of the newly established A. G. A. Laboratories in 1925. The Laboratories' establishment was the outgrowth of the gas industry's early efforts toward standardization of gas-consuming equipment for the protection and welfare of the gas consumer. They were established to assist the industry in the formulation of nationally recognized safety standards for gas appliances and to grant approval to those new appliance designs which were found by testing to comply with the standards.

Mr. Conner brought to his new responsibilities a full realization of the need for national safety standards for gas appliances and the need for adequate facilities with which to examine gas appliances and accessories. The success of his administration of the Laboratories is reflected in their rapid growth, and in the fact that the Laboratories' policies and procedures established during the early years have continued to remain sound, requiring little change during the Laboratories' history.

The original staff of four, housed in rented quarters in 1925, has increased to nearly 210, consisting of skilled appliance testing engineers and technicians, together with necessary administrative, clerical and maintenance personnel. Today the A. G. A. Laboratories with facilities at Cleveland and Los Angeles represent an investment of over \$1,500,000 in buildings and equipment to assure that the appliances displaying the Labora-

tories' registered Approval Seal fully comply with the safety standards of the gas industry.

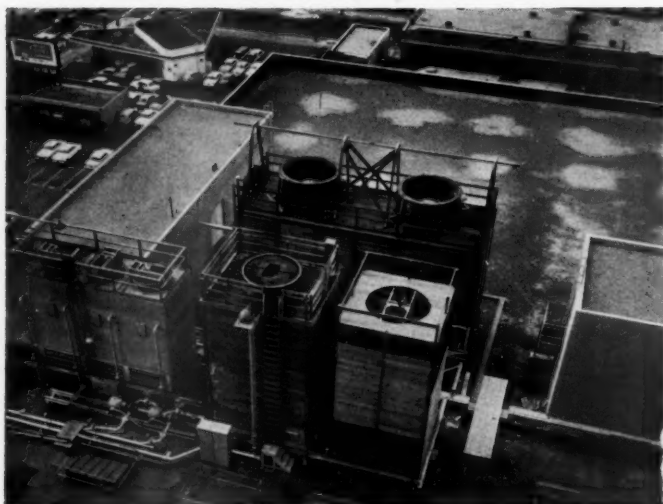
In addition to his responsibility as director of the Laboratories, Mr. Conner was also appointed secretary of the Association's Approval Requirements Committee immediately following its organization in 1925. This group became a Sectional Committee, Project Z21, of the American Standards Association in 1930. Since that time standards prepared by the Sectional Committee have enjoyed the approval of the American Standards Association.

As secretary of the Sectional Committee, Project Z21, much of the investigational and administrative work required for the preparation of the gas industry's national appliance standards rested on Mr. Conner and the Laboratories staff. Today, these standards are the cornerstone of the industry's appliance approval program. This program, entirely voluntary and self-regulatory in nature, is the most complete one of its kind now in existence for the protection of life, limb and the property of the American gas-consumer.

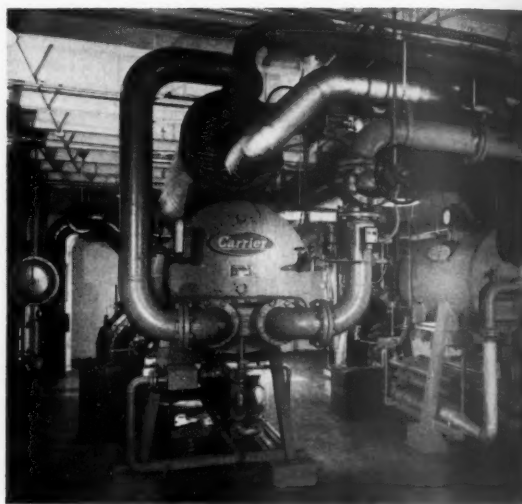
After more than 22 years as director of the Laboratories, and as secretary of the Approval Requirements Committee, illness in 1947 required Mr. Conner to relinquish active participation. However, because of his intimate knowledge of the Laboratories' policies and procedures, and his wide knowledge of the gas industry, he continued his services as the Laboratories' consultant.

*Southern California Gas air conditions its offices
with gas, proving by example effectiveness of modern absorption systems*

Gas air conditioning by precept



Cooling towers for both Carrier and Servel air conditioning equipment are installed atop one of three adjoining Southern California Gas office buildings



Penthouse of newest office building accommodates two Carrier units with 300 tons cooling capacity. Units have proved to be economical and

By R. D. MacMAHON

*General Staff Supervisor
Industrial and Commercial Sales
Southern California Gas Company*

Air conditioning engineers from Southern California Gas Company's sales department are now particularly well equipped to discuss the problems involved in air conditioning large commercial structures, whether existing or new construction. The general offices of the company offer two striking examples of modern absorption systems.

The selection of absorption equip-

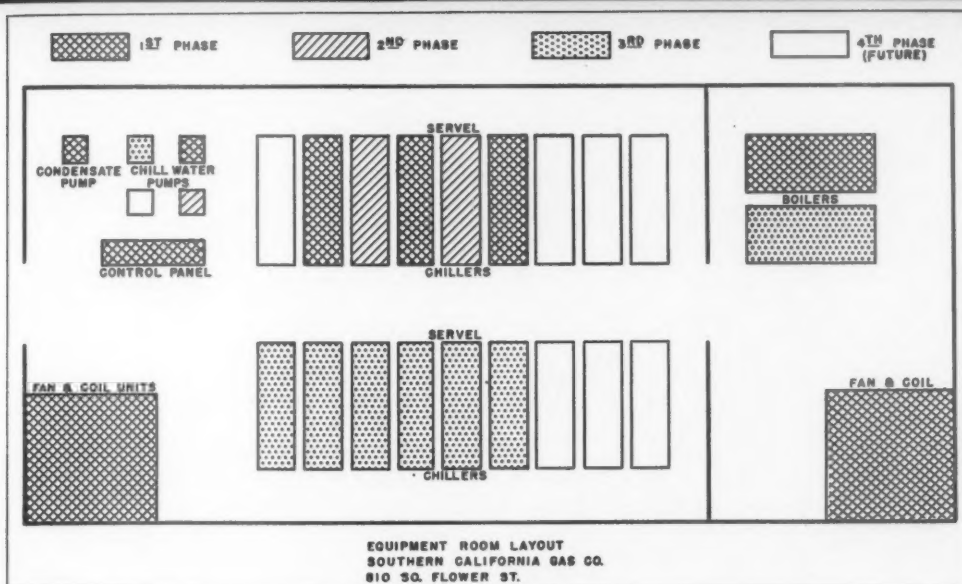
ment operated from gas-fired steam boilers was based on the belief by the company's staff that these units are particularly adaptable to the requirements of air conditioning the large modern office building.

The Servel and Carrier absorption systems provide the lowest weight load per ton of cooling of any available equipment. The absence of vibration in these "no-moving-parts" systems is particularly appreciated in 24 hours-a-day, 365 days-a-year operation. In addition to the many other plus values, such as minimum space, these two factors were of primary importance in the selection of absorption equipment.

The feasibility of roof installation, without added structural strength for the greater weight of other systems or special construction to compensate for the vibration of mechanical units, provided real savings in the construction of a new building and the remodeling of an older structure.

The company's headquarters at 810-820-830 South Flower Street, Los Angeles, is composed of three structures—a 13-story office building built in 1926, a six-story office building built in 1940, and a six-story office building built in 1953.

The most recent structure is essentially windowless in design and was



planned around Carrier absorption units. Two Carrier units totalling 350 tons capacity are located in a penthouse on the roof of the building. (Cooling towers for this system as well as those for the other buildings are located on the roof adjacent to the penthouse.)

Each working area in the 127,000 square foot building is zoned for temperature control. Individual thermostats maintain selected temperatures within each zone.

The duct system for this building was necessarily designed with considerable flexibility. The structure has a minimum of permanent interior walls. Office space is created with movable steel partitions in order to permit changes in office layout as conditions require.

The Carrier units in this building have proven economical in operation and flexible in meeting demands placed upon them. The low weight per ton of cooling and lack of vibration in operation permitted space-conserving roof installation without appreciably increasing costs of construction.

In contrast to the requirements involved in planning the air conditioning during the design of the new building are the conditions which are faced in designing the air conditioning system for the company's oldest structure, the 13-story office building at 810 South Flower Street.

In planning the system for this building a wide variety of problems was immediately evident, in most cases problems similar to those faced in the modernization of any existing structure. Of

the building's 13 floors, the top eight were without any temperature control other than steam radiators. Of the eight floors included in this project (two completed, three under construction, three projected) all were scheduled for major remodeling in addition to the installation of the air conditioning. This remodeling varied from the complete removal of all interior partitions on two floors to major changes in office layout on others.

Basic to the problem of both air conditioning and remodeling such a large portion of the structure was the total cost of the project. A secondary problem was the dislocation of office quarters during the work. Thus, for both fiscal and operational reasons it was desirable to spread the work out over a period of several years.

Buy as needed

From this standpoint, as well as others, it was decided that the Servel 25-ton absorption units would be particularly effective. Although space is provided for the ultimate number of units required, the units are only being purchased and installed as needed to keep pace with the remodeling. To date, 11 units have been located and there is space remaining for an additional seven.

The system is housed at the roof level in a penthouse created in the upper portion of a former high-ceilinged auditorium. With this arrangement the top floor retained the same amount of floor space it had previously, and what had formerly been waste area in the upper

part of the auditorium provided room for all equipment for the system.

Of interest here is the fact that this installation was possible only because of the low weight per ton of cooling and lack of vibration of this "no-moving-parts" system. Due to these characteristics the project was accomplished at considerable saving over other available methods.

At the same time that the equipment room was being installed the entire top (or 12th floor) was remodeled and air conditioned. The next step was the remodeling and air conditioning of the 11th floor. Work is now nearing completion on the fifth, sixth and seventh floors.

The system consists of two 125 horsepower boilers and, eventually, 18 25-ton Servel water chillers. Condensing water is piped from the cooling towers located on the roof of the six-floor 820-830 buildings. Chilled water is piped down to the fan room on each floor through a shaft formerly used for waste disposal.

Approximately 11,000 square feet of usable office space is being air conditioned on each floor. Each room is individually controlled with an automatic thermostat. All ductwork is placed in the ceiling of the hallway. To overcome the almost universal problem of lack of space, a high velocity duct system was installed. An economy was achieved here by using the furred space around the supply duct as a return air plenum, eliminating the cost of return ducts.

The supply duct carries 55 degree air at all times, regardless of outside tem-

(Continued on page 50)

OHIO

Top photo shows huge crowds watching contestants in bake-off during Ohio Fuel Gas Company contest. This type of activity gained company 3500 inches of newspaper space—equal to a 20-page newspaper. Below: Captain Richard S. McCutchen of \$64,000 Question fame, puts his knowledge of cooking to good use as a judge in Ohio Fuel's local contest



Mrs. America, Mrs. Cleo Maletis, sponsored by Portland Gas & Coke Co., shows Governor and Mrs. Elmo Smith highlights of the national Mrs. America contest depicted on bulletin board



Gas companies throughout nation report on Mrs. America state and city campaigns; assay achievements and offer suggestions for future improvements

Local sponsors sum up Mrs. America gains

● To obtain background information for this article Phyllis Kilkenny, of the A. G. A. Public Information Bureau, wrote to the 105 gas companies which participated in the Mrs. America contest, asking them to report on their local contest and to summarize their experiences and conclusions. The response was overwhelming. Gas companies, large and small, reported in detail, making this one of the most comprehensive and valuable contributions to the over-all promotion.

Space permits only the summary of details in the following story. But contributors will be interested to learn that their reports will be used by the PAR Promotion Bureau in planning this year's "How To Do It Manual," and will be studied by members of the Mrs. America Committee as a guide in setting up future contests at both the national and local level.

The MONTHLY wishes to express its appreciation to the gas company people who took the time and trouble to send in their documented reports.—Editor.



CALIFORNIA

Far left: Live television shows each day during state finals focus public attention on Mrs. California contest sponsored by Southern California and Southern Counties gas companies. Close-up is Lt. Governor Harold E. Powers, crowning Mrs. California



CONNECTICUT

Far left: Winners of local contests in Connecticut were sponsored by eight gas companies, making this one of the most successful state-wide contests. Close-up shows Mrs. Connecticut with the Mrs. America Roper gas range with top burner heat control

a PAR activity

The national Mrs. America Contest, which just completed its third year as a gas industry promotion, has definitely established itself as a worthy vehicle for promoting gas and gas appliances.

Regarded nationally as a search for the nation's outstanding homemaker, it has won the approval and support of leading home economists, educators, government and civic officials, trade associations and women's clubs. Co-sponsors of the national contest read like a list of "Who's Who in American Industry."

But the continued success and growth of the national promotion depends upon the role played by individual gas companies, since contestants for the Mrs. America title come primarily from among gas company customers, each a potential Mrs. America. Screened first at the local level, graduating to the state level and finally to the national level, Mrs. America when crowned becomes the official ambassadress of good will for

the \$16 billion gas industry and the symbol of the ideal American mother and homemaker.

Encouraging the highest caliber of women in each community to enter the local contest is only the first step. Participating gas companies are equally concerned with establishing and maintaining the public's good will. Furthermore, since a good promotional campaign requires money, trained personnel, time and effort, gas companies quite naturally are also interested in determining the advantages that accrue from participating in the contest.

With this in mind, we read the 65 detailed reports received from gas companies in every major section of the country, seeking from them the answers to these questions:

Is the Mrs. America contest of value to the gas industry?

Does it promote good public relations at the local level?

Should it be continued?

In every case, the answer was yes.

Next, we wanted to know what individual gas companies were doing in their communities to take full advantage of the prestige and publicity value of the contest? What approaches proved most successful? What suggestions could be passed on to other gas companies, based on actual gas company experiences, to help make this a truly united gas industry promotion?

Here we struck pay dirt. Answers to the above questions, supplied by gas companies themselves, indicate that the Mrs. America promotion can be adapted locally with outstanding results.

Here are a few quotes from gas company reports on their local contest this year:

Jerry Happ, chairman, Mrs. America Contest, State of Illinois:

"We received high praise and many compliments on the handling of the contest from all companies and persons who assisted us. It was an invaluable public relations success and we felt the result-

ant publicity and good will attained made it a very worthwhile investment of our time and money. The contest also created a large amount of increased floor traffic in our stores with a resultant increase of interest in gas appliances and North Shore Gas Company."

Harry R. Hogan, assistant supervisor, domestic sales, The East Ohio Gas Co.:

"The contest seems an excellent time to do a great deal of good public relations work with the contestants, judges and general public."

G. J. Tankersley, executive vice-president, Gas Light Company of Columbus, Ga.:

"The local contest probably resulted in the finest public relations endeavor that our company has experienced. It was very well received locally."

Brooklyn Union Gas Co., Brooklyn, N. Y.:

"The Mrs. America program in Brooklyn and Queens is rapidly becoming one of the best-known community activities in these two heavily populated boroughs of New York City. The city's political leaders, chambers of commerce, newspapers, radio and television stations and a host of community-minded clubs and organizations have taken an active interest in the selection of the local candidates who compete for the nation's top home-making title.

"As a result, the contest is news and our company devotes only a slim part of its advertising budget for the contest. Publicity all but carries the contest. More than 90 feature stories and photographs appeared in New York City dailies and

Mrs. Columbus, Mrs. Zanesville, Mrs. Springfield, Mrs. Toledo, etc. In fact, we have 80 such champions that we can use in local promotions as we choose.

"Up to this moment, in addition to being on radio and TV with personal interviews, having news commentators talk about the contest, we have had over 3,500 inches of newspaper space in the area devoted to the Mrs. America campaign. Much of this was front page space which cannot be purchased at any price. The publicity is still coming in, and will continue, of course, for a while. But up to now, it is 3,500 inches.

"How much is 3,500 inches? It is a 20-page newspaper completely filled.

"We think it's very worthwhile and we hope that next year we can improve our position and go from third to first



BROOKLYN Brooklyn Union Gas Company held their dramatic "Battle of the Boroughs" on the stage of a local movie house. Dione Lucas demonstrated her cooking skill



PENNSYLVANIA A. W. Conover, president of Equitable Gas Company congratulates the newly crowned Mrs. Pennsylvania. She was sponsored jointly by Pittsburgh natural gas companies

B. G. Getsinger, sales promotion manager, The Connecticut Light & Power Co., Berlin, Conn.:

"Our feeling is that we enjoyed improved public relations benefits as a result of our participation in the areas represented by the contestants."

Jack B. Schwartz, assistant director of public relations, Washington Natural Gas Co.:

"This was perhaps our most successful promotion of all time."

Alan L. Smith, publicity supervisor,

over 100 stories appeared in weeklies. Hundreds of thousands of homemakers heard the contest finals via radio while additional thousands more saw it televised."

Paul D. Miller, state chairman, Mrs. America Committee, and dealer sales manager, Ohio Fuel Gas Co., Columbus, Ohio:

"Our company feels it is one of the most worthwhile promotions in which we are engaged. We plan to use not only Mrs. Ohio, but the other winners in our local towns and in our districts such as

place in the national finals."

Even those companies who admittedly, for various reasons, put on a limited promotion, were pleased with the results.

Newell Robb, domestic sales supervisor, Portland Gas Light Co., Portland, Maine:

"In regard to local results obtained from such a promotion, it is, of course, very hard to measure. Undoubtedly it did us a great deal of good by bringing the word "gas" to the public's attention

(Continued on page 31)

Mitchell sees 'new era' for Canada; warns of new problems

By DEAN H. MITCHELL

*President, American Gas Association
President, Northern Indiana Public
Service Company*

Natural gas will mark the beginning of a new era for your great country. To have your own gas companies, with established markets and wide-flung city distribution systems, will be a tremendous asset to you and also to your producers and your pipeline suppliers.

But a noted writer has said "for everything you gain, you lose something." It will be true even with the miracle of natural gas. You will soon realize when you purchase gas that you are no longer autonomous; you are not self-contained. You depend on an outside source for your product and the cost of it will in no way rest in your hands.

You are dealing with a depleting fuel, and there will be the long hand of government regulation reaching into factors affecting the cost and quantity of your supply.

It is said that your national government will aid in financing your Trans-Canada line. To a free enterpriser, this seems a shame. It is sometimes difficult to mix free enterprise with government financing.

Then, too, there are the problems between producer, pipeliner, and distributor that grow and agitate. I hope you can escape them. The kind of contracts

you make now for your gas supply may have much to do with that relationship later on, and with the interest the pipeliner and the producer have in your problems of distribution and sales.

We in the United States have not been too successful in this field. Producers often tend to go their own way. Pipeliners sometimes attempt to raid distribution company territories by direct sales to industry. Distribution companies at times exhibit a lack of understanding of the problems of both the pipeliner and the producer.

One of the major activities of the American Gas Association is to try to weld our industry together into a harmonious, understanding, cooperative unit.

Natural gas will bring remarkable advancement to your gas industry. Let me give you some of the quotations from financial and political circles in the United States just prior to and at the beginning of the introduction of this new wonder fuel in our country.

Our gas industry was on the decline. Roger Babson, the Boston sage of finance, stated that the long-term future of the gas business in the United States was so bad as to warrant liquidation of its senior securities by investors.

Nearing the close of World War II, one of the leading investor services predicted that with the close of the war and the conversion from war production to peacetime economy, the gas industry would have no place to go. Its future was behind it, said this leading financial advisor, and investors might be wise to shift their holdings to newer and more

modern industries.

Mayor LaGuardia of New York City joined the prophets of doom. In his blustering style, these were his comments: "The next generation will have to visit a museum to see a dirty, ill-smelling gas range." Later when the industry was marketing about two million modern gas ranges a year, with 30 million in use, it is to the credit of the "Little Flower" that he said: "When I pull a boner . . . I pull a beaut!"

The advent of natural gas brought a "blue flame of life into what some called a dying industry," and gave back a virile, robust youth that now ranks sixth in size in the U. S.

Today our Association points with pride to the fact that the gas industry now has total assets of more than 16 billion dollars, and that it is well on its way to becoming a 20 billion dollar industry. Ours is perhaps the only large basic industry that has quadrupled its gross in less than two decades.

We have been adding new customers to our lines at the rate of better than 800,000 a year and our statisticians predict that this rate of increase will continue for the next several years. During the past heating season we added a million and a half new househeating customers, and we expect to add nearly four million more in the next three heating seasons. This is a real challenge to the future.

Our supplies of natural gas in the U. S. continue to grow despite an ever increasing production rate. A few weeks ago our Committee on Natural Gas Re-

From an address presented to the Canadian Gas Association Convention, June 26-29, Murray Bay, Quebec.

serves estimated that at the beginning of this year the total proved recoverable reserves of natural gas in the States were 223.7 trillion cubic feet. This marked not only a new high level of reserves, but also an increase of 12 trillion cubic feet over the previous year, two million more than we used.

At a recent conference of the A. G. A. General Management Section, Dr. George W. Grovier, from the University of Alberta, stated that the latest official estimate placed natural gas reserves in the Province of Alberta at about 16 trillion cubic feet. He estimated that by 1980 Alberta's reserves might well exceed 100 trillion cubic feet.

Dr. Grovier pointed out that while the greatest known reserves of Canadian natural gas were in Alberta, further supplies could be expected from British Columbia. Here then lies another challenge to the future, and I know in both the U. S. and Canada we are looking forward to the day when expanding markets will hasten the development of this great abundance of natural wealth.

Much of the progress that A. G. A.

has made over the years can be attributed to the fact that we strive to do those things that can best be done, or only be done, at the national level. Coordination of dollars, the pooling of manpower, and the collective thinking of the entire industry—these factors have contributed to our growth and development.

I am sure most of you have heard about our Promotion, Advertising and Research Program, better known as PAR. Now in its 12th year, more than 21 million dollars have been devoted to this activity. These dollars have enabled us to match in part the tremendous advertising and promotion campaigns being carried on by our competitors.

Today in almost any one of our favorite home or shelter books, or in popular magazines like *Life*, *Saturday Evening Post*, *Time*, *Newsweek*, etc., you will find big single-page or double-page ads in beautiful four-color spreads showing gas service and gas appliances at their best. Our customers get their ideas of modernity from these national publications, and especially from the editorial writers with whom we work so closely.

Meet your A. G. A. staff

(First in a series of thumbnail introductions to key staff members)

Kurwin R. Boyes joined the American Gas Association in 1923 as assistant to the managing director and has since served under all four Association managing directors. He has been the Association's secretary since 1926. He has been a participant and initiator in many of the Association activities that have paralleled the growth of the industry.

Mr. Boyes was among the groups of members who conceived and put into operation the work of the Rate Committee and the Personnel Committee. He acted as secretary of these

two hard-working bodies for many years and only recently relinquished that post on the Rate Committee.

He is still secretary of the Personnel Committee, which last March tendered him a testimonial dinner in honor of his 33 years with the Association.

In addition to acting as an Association officer, Mr. Boyes' responsibilities are many and varied. He is in charge of membership (which has increased from 3,000 to almost 8,000 since he first joined the staff); is convention manager; and is in charge of the A. G. A. library.

After attending Brown University and the Harvard School of Business, Mr. Boyes became the assistant to Frederick Freeman, then president of Providence Gas Company and an active member of A. G. A.

A bachelor and a confirmed urbanite, Mr. Boyes lives at Tudor City, a few short blocks from A. G. A. Headquarters. During the summer months he manages to get away for weekends to his summer place 75 miles out on Long Island.



This is PAR advertising at its best.

Did you know that more than 90 per cent of all motion pictures produced in Hollywood show gas ranges in their kitchen scenes, thanks to our A. G. A. Hollywood Bureau.

The Mrs. America Contest is another of our industry's top merchandising activities. Last month at Ellinor Village in Florida, Mrs. Cleo Maletis was selected as the outstanding homemaker in the U. S. Nearly 100 gas companies participated in the Mrs. America program.

For the first time in our history, the gas industry is preparing to use national television, the greatest selling medium in the history of the world. In the last six years, the number of television-equipped homes has increased from four million to over 35 million.

The television market is our market. It is most successful with a product and service such as ours. It has a buying audience of better-than-average income, concentrated in an age group that includes our best prospects. Today television covers areas containing 94 per cent of all U.S. homes.

Research carried on under the PAR Plan has brought some outstanding accomplishments. This year we are devoting about \$400,000 to air-conditioning. Several manufacturers are spending hundreds of thousands of additional dollars in this field, and with substantial success. Today the U.S. market is crying for a complete home air-conditioning heating unit. It seems likely that the fuel that captures air-conditioning will also capture the heating load.

Recognizing this fact, one manufacturer has more than 300 gas air-conditioning units installed in 41 states in the U.S. and Canada. They are being tested under every possible climatic condition. One revolutionary new unit has run 10,000 hours, equal to five full cooling seasons, without major overhauling. Its operating costs, including electricity, gas, and water, are about one-half the cost of a typical electric system.

Other types being field tested include a gas heat pump, an improved absorption type cooler and a gas air-conditioning system powered by a gas engine. Predictions are that within the near future the American public—seeking the finest year-round air-conditioning on the market from the standpoint of economy, comfort, and efficiency—will find the answer with gas.

Our efforts have also helped to stim-

ulate the research activities and designs of our appliance manufacturers. There has been much improvement in the smartness and modernity of our gas appliances. There's something new and something better in almost every type. That includes ranges, water heaters, furnaces, boilers, conversion burners, clothes dryers, incinerators, wall heaters, and refrigerators.

Over the years, our industry has not been as active in testing its public acceptance as its electric counterpart. Although we have all the factors of public benefit on our side, we have not been able to capture adequately the imagination of the American people. Like our brothers in the electric field and in private enterprise, we have failed to find convincing techniques that will lead to widespread public understanding.

Our new Public Information Program is an attempt to answer this need. Today we are making giant strides in our effort to stimulate greater public understanding of the gas industry on the national level. Every available technique is being utilized to tell the "story of gas" to employees, customers, stockholders, community thought leaders, and our citizens of tomorrow.

Safety is another field in which much progress has been made. We operate in an industry, that through its national Association, has demonstrated for years its ability to regulate itself in this area, and it is unique in its self-regulating endeavor.

In 1925 the Association set up its appliance testing Laboratories. There is nothing quite like them anywhere in the world. All gas appliances, no matter who makes them, must meet rigid tests of safety and efficiency before they can acquire the blue star seal of approval, the gas industry's emblem of safety and serviceability. Our industry's accident frequency rate has steadily declined for the past seven years, and is now 50 per cent less than seven years ago. A. G. A.'s Accident Prevention Committee has been a spark plug in this work.

Our commodity, like yours, is in the hands of capable and experienced people. With wage rates and taxes doubling in ten years, material costs increasing 70 per cent, and gas at the wellhead in excess of 200 per cent, it is the miracle of this inflationary age that the cost of gas to the consumer in the U.S. increased only 16 per cent in the same ten-year period.

Our transmission carriers have built the largest, ablest, and most efficient method yet known of transmitting energy over great distances. Today natural gas is supplying more than 25 per cent of the energy needs of the United States, compared to a mere six per cent before the coming of natural gas.

Our industry has attained the highest plateau of investor acceptance in its entire history.

I was pleased to discover the fine note of optimism and challenge that was ex-

Chicaninery

● Offer dogs a sweet biscuit and hope for the best, is now the policy of Long Island Lighting Company meter readers. A Long Island Lighting spokesman, who urged dog-owner education to go with the biscuits, reports that at least one out of every five of the company's 125 meter readers is usually bitten at least once a year. Under the company's new policy, meter readers will fill their pockets with biscuits before starting their rounds.

pressed by one of the recent newsletters issued by Mr. Geldard and your capable General Manager, Bill Dalton. They declared that the gas industry in Canada is on the march, and that since 1956 was a year of opportunity, your association intends to anticipate rather than to just keep abreast of the new developments.

I note that your committees are studying the problems of legislation, sales, public relations, and technical developments. I want to offer your association the benefits of experience that A. G. A. has had in any or all of these fields.

I hope the fine working-together arrangement between our associations will be put to heavy use for the mutual benefit of us all. Because the gas industry recognizes no borders or territorial limits, we must stand together in issuing our challenge to the future.

A. G. A. nominations

(Continued from page 4)

counting department, The Peoples Gas Light and Coke Company, Chicago, Illinois.

For vice-chairman:

D. W. PETERSON, secretary & treasurer, Minneapolis Gas Company, Minneapolis, Minnesota.

GENERAL MANAGEMENT SECTION

For chairman:

LESLIE A. BRANDT, vice-president, The Peoples Gas Light and Coke Company, Chicago, Illinois.

For vice-chairman:

JOHN H. WIMBERLY, president, Houston Natural Gas Corp., Houston, Texas.

INDUSTRIAL AND COMMERCIAL SECTION

For chairman:

J. ROBERT DELANEY, manager, Gas Sales, The Cincinnati Gas & Electric Company, Cincinnati, Ohio.

For vice-chairman:

ROY E. WRIGHT, director of gas sales, NEGEA Service Corp., Cambridge, Massachusetts.

OPERATING SECTION

For chairman:

GROVE LAWRENCE, vice-president, Southern California Gas Co., Los Angeles, California.

For vice-chairman:

VICTOR F. BITTNER, assistant chief technical engineer, The Peoples Gas Light and Coke Co., Chicago, Illinois.

For second vice-chairman:

HERBERT C. JONES, gas engineer, New England Electric System, Gas Division, Malden, Massachusetts.

RESIDENTIAL GAS SECTION

For chairman:

W. D. WILLIAMS, vice-president in charge of sales, New Jersey Natural Gas Co., Asbury Park, New Jersey.

For vice-chairman:

A. G. BUR, vice-president in charge of sales, Wisconsin Public Service Corp., Green Bay, Wisconsin.

ACCIDENT EXPERIENCE OF THE GAS UTILITY INDUSTRY IN THE UNITED STATES, 1940-1955
(THESE DATA COVER ALL OPERATIONS OF REPORTING GAS UTILITIES AND GAS DEPARTMENT OPERATIONS OF COMBINATION COMPANIES)

Year	Number of Reporting Companies	Frequency Rates		Severity Rates		Number of Days Charged Due to Disabling Injuries per 1,000,000 Hours Worked	Number of Days Charged Due to Disabling Injuries per 100 Employees	Number of Fatalities and Permanent Total Disabilities per 100 Employees
		Number of Fatalities and Permanent Total Disabilities	Total Number of Disabling Injuries	Total Days Charged Due to Disabling Injuries	Number of Disabling Injuries per 1,000,000 Hours Worked	Number of Disabling Injuries per 100 Employees		
1940	449	36	3,429	316,436	13.77	2.83	1,271	.0297
1941	456	23	3,211	212,575	13.58	2.74	899	.0192
1942	439	29	2,983	259,919	13.89	2.88	1,210	.0280
1943	416	19	2,624	198,146	13.13	2.80	992	.0203
1944	403	24	2,848	229,788	14.20	3.10	1,146	.0261
1945	356	26	3,275	245,066	15.82	3.47	1,184	.0275
1946	378	26	4,824	281,975	19.34	4.00	1,131	.0216
1947	390	34	6,297	367,668	21.86	4.55	1,277	.0246
1948	403	34	6,125	342,309	19.93	4.18	1,114	.0232
1949	436	31	5,688	313,835	17.92	3.70	989	.0202
1950	423	21	5,377	264,775	16.03	3.33	787	.0130
1951	402	33	5,281	350,251	15.72	3.26	1,043	.0204
1952	392	19	4,897	274,904	14.40	2.97	809	.0115
1953	405	29	4,600	309,506	12.92	2.67	870	.0169
1954	403	24	3,799	250,447	10.48	2.14	693	.0135
1955	392	28	3,822	263,684	10.30	2.11	710	.0155

Accident frequency rate down in '55

For the second consecutive year, the gas utility and pipeline industry achieved a record low accident frequency rate. The 1955 data, based on reports from 392 gas utilities and pipelines, representing 92 per cent of the workers in the industry, shows 10.30 disabling injuries per million man-hours worked. This was 1.7 per cent lower than the previous low frequency rate of 10.48 established in 1954.

The new record marks the eighth successive annual decline in accident frequency rates from the post-war peak of 21.86 injuries per million man-hours worked in 1947. The number of disabling injuries per 100 employees declined to 2.11 in 1955, a new low which was 1.4 per cent under the 1954 rate of 2.14, the previous low.

The complete report entitled "Employee Accident Experience of the Gas

Industry for 1955," was prepared for the A. G. A. Accident Prevention Committee from reports submitted by the industry to the Bureau of Statistics. Contained in this bulletin is information concerning the frequency and severity of employee accidents which will enable the individual gas company to compare its experience with other companies of similar size.

The 1955 severity rate for the gas utility industry of 710 days lost charged to disabling injuries per million hours worked was 2.7 per cent higher than the 1954 rate.

The number of days charged to disabling injuries per 100 employees totaled 145.8 compared with 141.3 days per 100 employees lost in 1954, an increase of 3.2 per cent. The rise in the severity rate was due primarily to the increased number of employee fatalities

and permanent total disabilities in 1955.

The natural gas branch of the industry was successful in lowering its accident frequency rate last year. There were 10.08 disabling injuries per million man-hours worked in the natural gas segment of the industry, 3.0 per cent fewer than in 1954. The manufactured and mixed gas companies' frequency rate increased 2.5 per cent, from 10.90 injuries per million man-hours worked in 1954 to 11.7 in 1955.

Severity rates in 1955 varied in much the same manner as frequency rates. Natural gas utilities and pipelines lowered their severity rate 3.0 per cent, while the rate for manufactured and mixed gas companies increased 37.8 per cent.

Requests for additional copies of the bulletin should be submitted to Raul N. Papich, safety consultant, A. G. A.

West Coast Research and Utilization

Conference sponsored by A.G.A. and Pacific Coast association

Far West views latest developments

Approximately 200 technical, service and sales experts were in attendance at the Ambassador Hotel in Los Angeles on June 5 and 6 as the Pacific Coast Gas Association and the American Gas Association sponsored the 1956 West Coast Research and Utilization Conference. This conference reviewed current research advances and discussed utilization problems.

The first morning session was presided over by H. W. Geyer, general chairman of the conference. The keynote speech was given by W. A. Jacobs, vice-president and assistant general manager, Southern California Gas Company.

He pointed out the interdependence of research and utilization and provided the general background for the research program. Mr. Jacobs spoke of the necessity of the Gas Industry Development Committee in this program and the wholehearted support it deserves. He closed with the recommendation that the main purpose of the conference is to help keep gas appliances in the foreground in the race for customer acceptance.

Walter B. Kirk, A. G. A. Laboratories, reported on the General Utilization Research Program. He reviewed the progress being made in the various burner projects and pointed out their significance to the appliance engineer. He also reviewed fundamental combustion and appliance noise problems.

Guy Corfield, Southern California Gas Co., reviewed the status of the Association's air conditioning program. He described briefly the over-all picture and the individual projects underway.

Dr. F. E. Vandaveer, The East Ohio Gas Co., presented a paper which covered the research advances made in domestic gas incinerators under the As-



Scanning the program of the West Coast Domestic Gas Research and Utilization Conference are (l. to r.): H. W. Geyer, conference chairman; Harold Massey, managing director of GAMA; J. E. Kern, assistant manager of PCGA; and Roy Siskin, research engineer, A. G. A.

sociation's research program. He also reported on the cooperation of manufacturers in developing new improved units. Air pollution aspects projected from limited information available on new units were also presented and discussed.

The first day's luncheon session was addressed by Harold Massey, managing director of the Gas Appliance Manufacturers Association. He was introduced by Guy Wadsworth, Jr., president of the Pacific Coast Gas Association. His address entitled, "Everybody Wants to Get into the Act," pointed out that the success of our industry has caused the competitive industries to adopt drastic actions. He reviewed activities promoting oil heating, electric ranges, electric kitchen consumer credit financing, etc.

The first afternoon session opened

with a paper by C. H. Pountney, Jr., A. G. A. Laboratories, which described the results of research and development of a 30-gallon high speed domestic water heater with 60,000 Btu/hr. input. The design of this prototype is now available when and if needed.

G. J. Sandusky, Southern California Gas Co., acquainted the audience with the A. G. A. Manuals Committee Program. He reviewed the background of this program, how the new heating manual was developed, its size, type binding, etc. This manual is now in preparation and Mr. Sandusky requested all to send in comments and suggestions. It is expected the manual will be ready by the spring of 1957.

Earl J. Weber, A. G. A. Laboratories, reported on the recently published



Five speakers meeting between conference sessions are (l. to r.): Guy Corfield, Dr. F. E. Vandaveer, Henry Honer, G. J. Sandusky, and D. E. Farmer



Guy W. Wadsworth Jr. (standing), PCGA president, introduced the main speaker (Harold Massey of GAMA) at Tuesday luncheon session at the Ambassador Hotel



Roy Siskin (l.) of A. G. A. meets with Gladys Price, Southern California Gas; W. M. Couzens of Los Angeles; and F. N. Seitz, Southern Counties Gas



"Free-Standing Versus Built-In Appliances" was the topic of the Tuesday morning clinic discussion. H. W. Geyer (l.) was moderator of the discussion

A. G. A. Laboratories Bulletin 69. He described the effects of orifice and tubing material on pilot outage under conditions of high temperatures and high sulfur and oxygen content.

A. D. Petersen, Southern Counties Gas Co., and P. L. Speers, Southern California Gas Co., presented in panel discussion form a very significant discussion of service experiences as a function of appliance development and research. Based on actual service facts and figures, suggestions for needed changes were made.

The second day's program opened with a paper on the latest developments of the nickel burner by Mr. Kirk. He

described in chronological form the continued development of the nickel burner since it was first demonstrated. A modified model has been developed which allows for more universal use, greater input, use on LP-Gases, etc. The importance of a good gas cock was emphasized.

F. N. Seitz, chairman of the meeting and vice-president, Southern Counties Gas Co., described the work of the Appliance Improvement Committee of the PCGA. He related the progress of their various undertakings and the accomplishments made thereon.

A clinic discussion took place on the subject, "Free-Standing Versus Built-In

Appliances." Representing gas utilities was W. A. Wilson, Southern California Gas Co., who reviewed the following aspects: built-in and free-standing gas ranges are partners, not competitors; the gas appliance dealer should be helped to get ready for the built-in replacement market; all service problems should be taken care of and field corrections made where necessary; special effort should be made to get home economists off to a good start with the new built-ins.

Miss Katherine L. Rathbone, Southern Counties Gas Co., presented the home economist's viewpoint of this subject. She said that improper installation and usage could negate much of the ap-

pliance's advantages.

Robert H. Walter, Sun Gold Inc., representing large tract home builders related how in his experience built-ins grew in importance as a sales feature. He pointed out avenues for maintaining close continued cooperation with building industry and the gas industry.

W. W. St. Clair, O'Keefe and Merritt Co., in representing the range manufacturer's viewpoint described why the built-in range came into being. He said there is a need for both standardization and constant technical changes, and raised the question of how built-in ranges should be marketed. Despite built-ins, Mr. St. Clair said, free-standing ranges will continue to be made and sold.

The featured speaker at the second day's luncheon was E. Finley Carter, Stanford Research Institute. Mr. Carter

reviewed the energy needs for the future and discussed how gas fits into the picture. He pointed out the need for research and technological advancements to keep abreast of this changing picture.

M. J. Caparone, president of the Southern California Chapter of the Gas Appliance Engineers Society, greeted the delegates on behalf of his organization and explained the reasons for the formation of this new gas industry group.

Miss Gladys Price and Harry L. Warren, both of the Southern California Gas Co., presented a discussion on the thermostatic top burner control. Mr. Warren described a number of laboratory tests which had been conducted on various types of top burner thermostatic controls. He reviewed the problems involved and suggested avenues for improvement and development.

Miss Price, speaking of actual cooking practice, suggested that perhaps too much water was being heated and not enough food cooked in the present testing and evaluation of top burner thermostatic controls. She emphasized that this development is in its infancy and much is to be learned. She felt the development was one of the real major advances in gas range design.

The final presentation of the conference was a panel review of "What's New in Requirements." W. M. Couzens, representing West Coast range manufacturers; A. R. Duim, Mission Appliance Corp.; John C. Mueller, Day and Night and Payne Divs. of Carrier Corp.; and R. J. Petersen of Utility Appliance Corp., brought the various ASA appliance requirement activities to an up-to-the-minute status.

Utility group of Special Libraries Association elects Challies

ETHEL M. CHALLIES, librarian, Shawinigan Water & Power Co. Ltd., Montreal, was elected chairman, Public Utilities Section, Special Libraries Association, at the group's 47th annual convention in Pittsburgh, June 3-8. Other new officers are: vice-chairman—Irra A. Zink, librarian, Potomac Electric Power Co., Washington, D. C., and secretary—Helen P. Thompson, librarian, Commonwealth Edison Co., Chicago.

The Peoples Natural Gas Company was host to the public utilities librarians, at a luncheon at the Duquesne Club on June 5. After the luncheon Mary E. Agee, American Gas Association, presided at the annual business meeting and program. A "blue flame"

cigarette lighter was presented to each guest.

Two members of the Public Utilities Section participated in convention arrangements: Lila M. Stein, The Peoples Natural Gas Company, was chairman of meals, and Virginia L. Garland, technology department, Carnegie Library of Pittsburgh, edited the convention bulletin.

Three chapter presidents were also present: Florence Carlton, Public Service Electric and Gas Co., New Jersey chapter; Ethel S. Challies, Montreal chapter; and Constance Ford, Union Electric Co., Greater St. Louis chapter.

Special Libraries Association is an international association including more than 5,000 librarians of business, professional, govern-

mental and industrial organizations. Its objectives are to promote the collection, organization and dissemination of information in specialized fields and to improve usefulness of special libraries and information services.

The Public Utilities Section provides meeting ground for discussions of common interests and the solution of common problems. Members from utility libraries and information centers use the section's meetings to help maintain a high standard of service.

The Public Utilities Section has authored several publications, two of which are available from the A. G. A. library: *A Selected List of Books for a Gas Library*, and *The Company Library—A Tool of Management*.

Gas industry enthusiastic over 1956 Old Stove Round-Up

a PAR activity

THE HOST of new features added to gas ranges this year plus the overwhelming response of the gas industry to the 1956 Old Stove Round-Up are signs that this year's campaign results will far exceed those of last year. And last year over \$90 million worth of ranges were sold during the campaign.

The campaign, a PAR activity of the American Gas Association, runs from August through October. It is now in its eighth year.

The A. G. A. Promotion Bureau has sent out a portfolio full of campaign ideas and suggestions to gas companies all over the country. The response was gratifying. One of the largest gas companies in the country has decided to tie in for the first time. Seven manufacturers are tying in: Caloric, Florence, Glenwood, Magic Chef, Roper, Tappan, and Universal.

Automatic gas range advertisements will appear in such leading magazines as *Better Homes & Gardens*, *Ladies' Home Journal*, *McCall's*, *Woman's Home Companion*, and

Family Circle.

Requests for the display shown at right topped 4350 in mid-June, and are still pouring in. The display is available at \$6.90 from the Promotion Bureau. Also available are posters, numerous newspaper ad mats in a variety of sizes, premiums, sales aids, and booklets.

The A. G. A. Hollywood Bureau offers new TV spots featuring demonstrations of top burner temperature control. The package contains three one-minute and six 20-second commercials. Radio spot announcements can be obtained at \$7.50 a record from Station WFAA, 1122 Jackson Street, Dallas, Texas. Both radio and TV spots leave enough time for company identification.

Promotional materials stress top burner temperature control, the important development which makes prospects of customers who have ranges only a few years old!

For further information and details on how to tie in with the annual Old Stove Round-Up campaign, write to the Promotion Bureau of the American Gas Association at 420 Lexington Avenue, New York 17, New York.



This attractive four-color display helps sell modern gas ranges during Old Stove Round-Up.

By T. L. ROBEY

*Coordinator of Research
American Gas Association*

a PAR activity

The year 1955 was a good research year.

Definite progress was made in each of our five research divisions.

For example, the work on incinerator development reached the stage where definitive tests were made on two laboratory units, and plans for this year are very interesting.

A.G.A. research in review

In Commercial and Industrial Utilization commercial cooking top burners were developed having an increased input Btu delivery of up to 50 per cent with but minor loss in efficiency.

In our Gas Operations work encouraging results on the methanation of synthesis gas were reached in the fixed bed and extension to fluid beds is underway.

In the field of Pipeline Research a report on welding was completed and published which is of aid and benefit to the pipeliners. Also in this field, 4,500 copies of the new orifice metering report have been distributed and sold.

The greatest advance has been made in

air conditioning. We are in effect reducing our broad attack and narrowing it down to a smaller number of application-type projects, with the possibility that a demonstration unit will be available this year.

The manufacturers have not been idle and there is every reason to hope for one, possibly two, additional demonstration units other than gas engine driven ones in 1956. I believe that the PAR Program has had much to do with priming the pump in regard to manufacturers' research programs in this field as well as in others.

In ranges, our Domestic Gas Research work continues on the development of improved top and broiler burners, extending our prior work which was demonstrated in Cleveland two years ago. Instead of a nickel burner we now have a half-dollar burner that is even more improved and will be able to meet electric's much advertised speed claim.

On the water heater work the major effort was on the development of high input water heaters. Design and construction of a 30-gallon experimental heater with a gas input of 60,000 Btu's per hour was completed. This is, of course, an answer to high input electric heaters.

Corrosion studies on water heater tanks were continued. This is a complicated problem but we hope continued attack will result in improved customer satisfaction.

In the heating field a report on the design of single duct systems for both heating and cooling is in preparation. The single duct system should reduce the cost of air conditioning installation. Also, our rather exhaustive study of the venting problem is 90 per cent complete. This is of real importance when you consider that disposal of combustion products is the abiding difference as compared to electricity.

In our General Utilization Research—burners, controls and accessories—an important project is one looking into the basic principles of ignition toward greater assurance of safety in automatic operation. We want to know what is required in energy terms and how best to apply this energy. Another project, to be completed this year, is establishing design principles for large, single port burners.

The incinerator program was accelerated last year. After an experimentation on two laboratory working models

the results obtained were reviewed and prototype models designed and constructed. While these incinerators undoubtedly will cost more than current models, they will do a very much better job. They represent a load just about equal to the current water heater load.

Beyond the commercial cooking top high speed burners mentioned above there is another very promising development in Industrial and Commercial Gas Research. Following our work on bake ovens there has been designed and built a "laboratory tool" bake oven in which will be studied all aspects of the baking and roasting operations. An initial result is the reduction in baking time of 50 per cent for yellow layer cakes.

Another worthwhile effort has been that of investigating thermostats for use in heavy duty equipment. A bulletin to be published shortly will clarify the application of thermostats to commercial cooking equipment as an aid to trouble-free operation and improved performance.

In the industrial field a project on metal flow characteristics—i.e., die forming and extrusion—as influenced by high heating rate was carried through the initial phases. This is, of course, aimed at increased sales of industrial gas.

The emphasis in Gas Operations Research is on the improvement of production of peak load and supplemental gas. In peak load the pressurized gasifier was shaken down and put through the initial series of definitive tests. The objective here is to obtain greater throughput of high Btu oil gas with improved burning characteristics. This would be more of a semi-base-load operation.

A second project wherein a tube furnace is used for the gasification of light oils was just completed in March. This is strictly a peak load process and promises to be of smaller capital investment.

In our work on pipeline gas from coal, gas in excess of 900 Btu and at rates approximating commercial practice has been produced. The results are sufficiently encouraging so that a fluid bed of higher capacity has been designed, constructed, and definitive tests have shown 46-hour runs at 1,700 space velocity and Btu of 800 before scrubbing. This work at IGT has produced the highest Btu gas at a rate most nearly approaching commercial rates of any research with which we are familiar.

There are two ways to produce pipeline gas from coal. The first way, meth-

Presented at the A.G.A. Chemical, Engineering and Manufactured Gas Production Conference, Benjamin Franklin Hotel, Philadelphia, Pa., May 16-18, 1956.

anation, has just been mentioned. The other is by hydrogenating under pressure. In this process coal, after pretreatment, is subjected to extremely high pressures—1,000 pounds or more in the presence of hydrogen—and the product is high Btu gas, char and liquids. Work on this phase was carried out during the past year with the idea that until definitive data was available it would be impossible to choose which of the two paths has the greatest potential.

Work at Arthur D. Little on the measurement of suspended matter in gas was completed in the laboratory phase for instruments being developed for field trials, which are now under way. Application of these instruments and techniques will permit the determination of suspended matter in gas toward the end of developing designs and means for elimination of this bothersome factor.

In odorization work additional odors were characterized and some advance made in an adsorption method for odor determination. The problem of odor fading was initiated and will continue.

Our project in conjunction with the Bureau of Standards on test gas standardized as to Btu content is now in small production. By July or August we hope to have available some 50 cylinders of gas approaching 1,000 Btu whose heating value is known to plus or minus one-tenth of one Btu. This work has been made possible through the fine cooperation of the Washington Gas Light Co., which tests and purifies the gas prior to certification of the heating value by the Bureau of Standards.

On pipe corrosion, the report "Development of the Redox Probe" is just finished. This instrument is now ready for cooperative testing.

In Pipeline Research, the "Orifice Metering of Natural Gas Measurement Committee Report No. 3" has sold over 5,000 copies and the third reprinting with minor revisions is under way. A seven-volume set of supercompressibility factors was published.

The report, "The Effects of Welding Procedures on Base Metal Cracking Adjacent to Girth Welds and Welded Connections in Natural Gas Pipelines," was published in October. This report is important to the industry in that it outlines remedial measures to eliminate base metal cracks in the heat-affected zones of welds in line pipe.

This division also has a project on
(Continued on page 50)

A.G.A. Research Projects—1955-56

Domestic gas research

Cooking

Comparative Study of Various Methods of Cooking
Study of Domestic Range Top Section Design
Development of Improved Domestic Gas Ranges

Water Heating

The Application of Heat to Domestic Gas Storage Water Heaters
Effect of Design and Service Variables on the Corrosion Resistance of Galvanized Hot Water Heaters
Problems Related to Cathodic Protection of Gas-Fired Automatic Storage Water Heaters

Heating and Air Conditioning

Appraisal of Available Information on Venting Gas Appliances and Field Survey of Draft Conditions
Investigation of Elements of Gas Appliance Vent System Design
Design Factors of Gas Heating Appliances for More Effective Heat Exchangers

General Utilization

Effects of Gas Composition and Burner Design on Flame Stability of Appliance Burners
Study of More Effective Use of Secondary Air to Support Atmospheric Gas Burner Flames
A Study of Large Single Port Atmospheric Gas Burners
Study of Fundamentals of Design of Non-Primary Aerated Blue Flame Gas Burners
Ignition of Gases
Oscillations and Pulsations in Gas and Oil-Fired Domestic Heating Equipment
Fundamentals of Gas Burner Performance

Incinerator Research

Elimination of Odors and Potential High Temperature Hazards from Gas-Fired Incinerators

Industrial and commercial gas research

Development of Factors Leading to More Effective Application of Heat to Deck Bake Ovens
Engineering Analysis of Automatic Controls for Commercial Gas Cooking Equipment
A Study of Various Methods of Heat Application to Commercial Range Heavy Duty Top Sections
A Study of the Effect of Heating Rate by Gas on Metal Flow Characteristics or Plasticity and Die Wear
Determination and Control of Proper Oven Environment for Baked Foods
Furnace Combustion and Heat Transfer Studies

Gas operations research

Pressure Hydrogasification of Oil: Operation of Pilot Plant
Methanation
Hydrogenation of Oil
Hydrogenation of Coal
Odorants
Gas Conditioning
Calorimetry
Fundamentals of Gas Burner Performance
Storage at Point of Use
Cyclic Pressure Oil Gasification

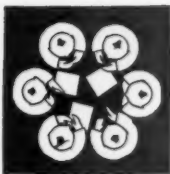
Pipeline research

Phase Relationships of Gas Condensate Fluids
Productivity of High Pressure Oil and Gas Wells
Gas Metering in Large Tubes
Study of Deliverability of Gas from Underground Gas Storage Reservoirs
Girth Welding, Reinforced Branch Connections
Suspensions in Natural Gas
Methods of Measurement of Wear in Pipeline Engines and Compressors
Line Pipe Research
Welding
Solar-Terrestrial Research
Extension of Supercompressibility Tables
Effect of Roughness in Orifice Meter Runs
Pressure-Volume-Temperature Data for Carbon Dioxide

Air Conditioning

Special Projects Program for 1956:

Mechanical Drive
Corrosion Study
Noise Elimination
Jets
Investigation of Absorption Cycle Improvements
Absorption, Critical Survey and Thermodynamic Study
Crankshaft Engine Study
Thermodynamic Study
Sorption Air Conditioner Unit
Heat Pump Studies



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons
Assistant to the Personnel Manager
Philadelphia Electric Company

● **Insurance company boosts retirement age from 65 to 68**—Age 65 "is outmoded as an inflexible retirement age," according to the Mutual Benefit Life Insurance Co., Newark, N. J. Mutual Benefit is described as the country's twelfth life insurance company in size. It employs 3,700 persons throughout the United States.

The company announces that it has increased the mandatory retirement age for home office workers from 65 to 68, explaining that the increasing longevity of workers everywhere makes age 65 obsolete as a retirement age. In a statement quoted by the Associated Press, W. Paul Stillman, board chairman of Mutual Benefit, says of the higher retirement age:

"Age 65 is outmoded as an inflexible retirement age. Our research in this area shows definitely that the trend is toward advancing retirement, a trend that is supported equally by management and the worker, as well as by organized labor. We are taking this step because we feel good management dictates an enlightened use of productive manpower in our company."

● **Brainstorming—better way to solve problems**—Brainstorming is the name Alex Osborn (author of the book, "Applied Imagination") gives the uninhibited group approach to idea-getting. It requires green-light thinking, makes maximum use of free association as ideas ricochet from one person to another. Sessions are always less than an hour, often as short as 15 minutes. The concentration is intense. The best results seem to come when eight to 12 people sit in—those having similar interests but with varied backgrounds.

Teamwork in the search for ideas will produce more ideas per individual than by solo effort. Tests made at the University of Buffalo show that ideas thought up by free association in groups (brainstorming) are 65 to 93 per cent more numerous than those derived by single effort.

The goal of the brainstorm is to get many ideas. Willard Pleuthner, vice-president of Batton, Barton, Durstine & Osborn, the advertising firm that has wrung the most spectacular successes from this method, says six to 10 per cent of the ideas generated in these "mental hitchhiking" sessions are worth following up. Several other companies have utilized this process. To name a few: AC Spark Plug Division of General Motors; Hotpoint Co., Chicago; Standard Pressed Steel Co., Jenkintown, Pa.; International Business Machines Corp., Endicott,

N. Y.; Owens-Illinois Glass Co., Bridgeton, N. J.; and National Cash Register Co., Dayton, Ohio.

"What keeps people from working?" That big question was answered by four brainstorming groups of middle managers at Standard Pressed Steel Company after taking a course in creative thinking. Ideas they produced resulted in company policy changes that have improved working relations between employees and the company. They utilized the guidance of the Pennsylvania State University Extension Service under Dr. Melville Hopkins. To name a few other universities conducting such programs: Columbia, Drake, Northwestern, New York, Chicago, Southern California, and Washington. For further information, we refer you to the May, 1956 issue of *Factory* magazine.

● **Lottery forces delegation**—Here is a management development idea whose source we do not know. But it's worth repeating. A Southern company puts the names of all its first-line supervisors and middle management people in a goldfish bowl. Once a month the general manager pulls a name out of the bowl. The "lucky" winner gets a two-weeks' vacation beginning immediately and he must leave the job as soon as the drawing is over.

The reason is to encourage supervisors to develop subordinates who can act effectively in their absence. Since no one likes to leave conditions that can be criticized in his absence, the program puts pressure on supervisors to keep everything in order and also train their associates.

● **For the young at heart**—How much is there to the systematic method of managing? Here's an answer from Peter F. Drucker, one of America's top management philosophers: "I don't think it can be taught to the very young. . . . But it can be taught to people who have some mature experience. I think a great deal of management can actually be systematized and learned. Then we can create, not geniuses, but competent practitioners on whom any practice and discipline rests." Peter handled this hot potato in a speech he gave this year at the Economics Club of Detroit.

● **Top priority for employees**—Does your plant dispose of scrap, salvage material (like used shipping crates), or "seconds"? If so, try this service offered by Convair (Division of General Dynamics Corporation), San Diego. Convair employees have first choice in purchasing the plant's salvage materials. The salvage yard opens two days a week for employees to inspect and buy materials before the junkmen come in to bid.

It's a small service and costs nothing

extra. Yet this little privilege is appreciated by employees as evidence of consideration.

● **Glamour talks loudest**—What kind of glamour does a job in your company hold for young engineers? Not of the plunging neckline variety, but of the type that makes a man's job seem important. If you don't see his job that way, he isn't likely to respond to your efforts to secure him or to hold him. At least that's the opinion of J. D. Ryder, dean of engineering at Michigan State University, speaking at the annual meeting of the American Institute of Electrical Engineers.

Money, in itself, does not speak as loudly to neophyte engineers as you'd think, says Dr. Ryder. They want an opportunity for a creative and productive future. "No one," he says, "has trouble finding a talented young engineer to work on the earth-satellite project, for example. But try to find a good man to work on day-to-day problems like improving maintenance performance."

Without practical experience to show them differently, young engineers make the false assumption that these problems are already solved or so simple as to be boring.

If you want to put Dr. Ryder's observation to use, try to point out to your young men the uncharted pitfalls that surround production, distribution, construction, or maintenance problems, the skill required to handle them successfully, and the satisfaction derived from doing a job better.

● **NLRB rulings—Don't walk out on bargaining**—An employer whose employees have walked out while he is negotiating with their bargaining representatives cannot walk out on those representatives without jeopardizing his rights under the NLRA. The importance of continuing to bargain during a strike is graphically illustrated by comparing two recent decisions of the NLRB. In both cases, the employer was bargaining with a newly-certified union on an initial contract when the employees went on strike.

In one case, the Board held that an employer who discontinued negotiations during the strike had thereby converted an economic strike into an unfair practice strike. It ordered him to reinstate all strikers (dismissing, if necessary, all persons hired after the strike began) and to reimburse strikers for any loss of pay resulting from a prior refusal to reinstate them (J. H. Rutter-Rex Mfg. Co.).

In another case, an employer who continued to meet and negotiate with a union was found not guilty of several charges alleging bargaining violations both before and during the strike. The strike was held to have been an economic one, unaffected by any unfair practices on his part (Cranston Print Works Co.).

New appliances to boost gas revenues

How will gas appliances sold from 1955 through 1959 affect gas industry sales and revenues? In other words, *How much gas will new appliances use?*

This question, provoked by the series "Potential Sales of Gas Appliances, 1955-1959" published last year by the Bureau of Statistics, is now being asked by gas utility and pipeline companies all over the country. A statistical answer, recently released by the Bureau of Statistics, provides the following estimates.

In 1960, new appliances sold from 1955 through 1959 would use almost 11 billion therms of gas, bringing in nearly \$875 million in revenues in terms of 1955 prices. These estimates consider only appliances which are used as additional appliances—that is, they are not being used to replace similar gas appliances. During the 1955-1959 period, these appliances should use a total of about 28 billion therms, adding \$2.2 billion to revenues.

The increased househeating load is expected to account for two-thirds of the revenue increase, and three-quarters of the sales increase. During the five-year period, these heating appliances should account for 20.7 billion therms. The increasing dominance of the househeating load points up the importance of gas industry solutions to the problem of seasonal heating sales. Current solutions are underground storage, off-peak sales, industrial interruptible sales, and increased promotion of residential air conditioning.

Since many of the incremental househeating installations are in new homes, their total usage of gas may be even higher than estimated. Some authorities believe that new houses use more fuel than others for the first few years while they are being "broken in."

(Continued on page 52)

RESIDENTIAL GAS SALES AND REVENUES DERIVED FROM APPLIANCES IN USE ON UTILITY MAINS DURING 1955
(BASED ON PRELIMINARY 1955 DATA)

	Average Number in Use During 1955 (Thousands)	Annual Consumption (MM Therms)	Annual Revenues (\$ Millions)
Ranges	25,370	2,740.0	506.9
Water Heaters	17,200	4,128.0	421.1
Space Heaters	12,725	14,904.2	1,033.6
Floor and Wall Furnaces	7,400		
Central Heating Units	7,300		
Refrigerators	2,975	357.0	40.7
Incinerators	300	43.2	4.1
Driers	985	34.4	3.3
Total	74,255	22,206.8	2,009.7

ANTICIPATED INCREASE IN GAS SALES AND REVENUES, 1955-59,
FROM POTENTIAL ADDITIONAL APPLIANCES ON UTILITY LINES
(THOUSANDS OF APPLIANCES, MILLIONS OF DOLLARS)

	Number of Additional Appliances		Additional Gas Consumption of New Appliances ¹					Total 1955-59
	1955	Annual Average 1956-59	1955	1956	1957	1958	1959	
Ranges	963	924	53.0	156.8	258.4	360.0	461.7	1,289.9
Water Heaters	1,281	1,314 ²	200.1	605.2	1,015.0	1,424.8	1,834.6	5,079.7
Clothes Driers	365	475	6.4	21.1	37.7	54.3	71.0	190.5
Incinerators	70	182	5.1	23.4	49.8	76.3	102.8	257.4
Central Heating	840	609 ³	532.6	1,470.9	2,246.9	3,022.9	3,798.9	11,072.2
Floor and Wall & Space Heating	1,374	1,625 ³	361.5	1,111.6	1,918.7	2,725.8	3,532.9	9,650.5
Total			1,158.7	3,389.0	5,526.5	7,664.1	9,801.9	27,540.2

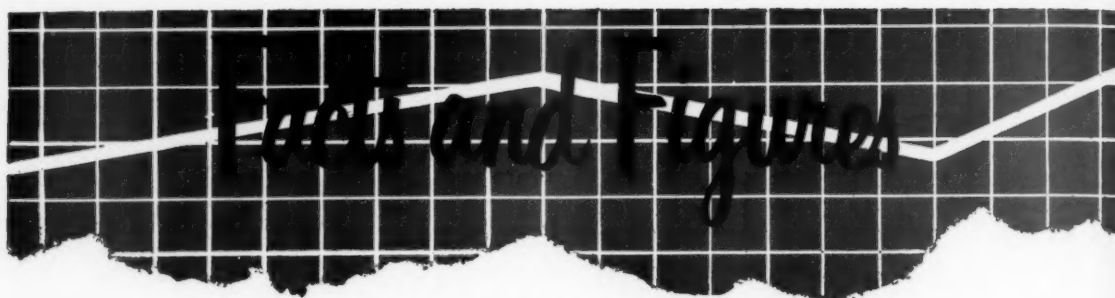
Additional Gas Revenues From New Appliances ⁴							
Ranges	9.8	29.0	47.8	66.6	85.4	238.6	
Water Heaters	20.4	61.7	103.5	145.3	187.1	518.0	
Clothes Driers	0.6	2.1	3.7	5.3	6.9	18.6	
Incinerators	0.5	2.2	4.7	7.2	9.7	24.3	
Central Heating	41.5	114.7	175.3	235.8	296.3	863.6	
Floor and Wall & Space Heating	20.6	63.4	109.4	155.4	201.4	550.2	
Total		93.4	273.1	444.4	615.6	786.8	2,213.3

¹ Represents average of one-half year use of new appliances in year of purchase, and full annual use for succeeding years.

² Includes also increased usage due to replacement of small size and/or non-automatic gas water heaters by larger size or automatic units.

³ Heating usage for 1955 based on 1955 degree day deficiencies. Future usage based on normal degree deficiencies.

⁴ Revenues expressed in terms of 1955 dollars.



Prepared by A. G. A. Bureau of Statistics

Shipments of 233,900 automatic gas water heaters during May were up 2.0 per cent over the 229,400 units shipped in May of 1955. Shipments of 977,400 units during the first four months of this year were up 3.1 per cent over the same comparable cumulative period a year ago.

Gas range shipments for the month of May totaled 161,900 units, down 13.7 per cent from the 181,700 units shipped during May of last year. During the first four months of 1956, gas range shipments aggregated 675,100 units, down 8.9 per cent from the 741,200 units shipped in the first four months of 1955.

Gas-fired central heating equipment shipped during May totaled 82,600 units up 4.2 per cent from the 78,800 units shipped during the same months a year ago. During this same period oil-fired burner installations were estimated at 43,900 units, down 14.2 per cent from the 51,180 units shipped in May 1955.

The effect of the drop in new housing starts during the first five months of this year is being reflected in the lowered shipments of gas appliances. During April 106,000 new residences were started. This was 19.7 per cent below the same month in 1955. The Department of Labor has reported that 108,000 units were begun in May, down 21.5 per cent from a year ago. During the first five months of this year there were 463,300 homes started as against 560,300 in the same five-month period in 1955.

Automatic gas dryer shipments during April aggregated 15,100 units, down 28.1 per cent from shipments made in the same month a year ago. Shipments of electric dryers during April totaled 49,800 units, down 6.0 per cent from a year ago. During the first four months of 1956, gas dryer shipments of 129,600 units rose by 24.0 per cent over shipments made in the same cumulative pe-

(Continued on page 56)

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING MAY, 1956

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	May, 1956		April, 1956		Four Months April 30, 1956	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES						
Gas	161,900	-13.7	161,300	-12.0	675,100	-8.9
Electric	n.a.	n.a.	131,000	+ 5.6	531,200	- 7.5
WATER HEATERS						
Gas	233,900	+ 2.0	235,500	- 4.0	977,400	+ 3.1
Electric	n.a.	n.a.	77,100	+ 0.3	298,700	- 0.3
GAS HEATING						
Furnaces	65,100	+ 6.9	57,400	- 1.0	221,700	+ 5.5
Boilers	6,200	+10.7	6,500	+32.7	17,300	+35.8
Conversion Burners	11,300	- 8.1	8,900	- 6.3	31,600	+10.9
DRYERS						
Gas	n.a.	n.a.	15,100	-28.1	129,600	+24.0
Electric	n.a.	n.a.	49,800	- 6.0	363,100	+18.1

n.a. Not Available.

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING APRIL, 1956

(MILLIONS OF THERMS)

	1956	1955	Per Cent Change
Month of April			
All types of Gas	6,678.2	5,861.8	+13.9
Natural Gas	6,307.7	5,529.7	+14.1
Other Gases	370.5	332.1	+11.6
Twelve Months Ending April 30			
All types of Gas	70,142.3	64,545.1	+ 8.7
Natural Gas	66,542.2	61,142.4	+ 8.8
Other Gases	3,600.1	3,402.7	+ 5.8
Index of Monthly Utility Gas Sales (1947-49 = 100)	22.7	195.5	+13.9

PERTINENT BUSINESS INDICATORS, APRIL

(WITH PER CENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	April		Per Cent Change	March		Per Cent Change
	1956	1955		1956	1955	
Industrial activity (1947-49 = 100)	142p	136	+ 4.4	141r	135	+ 4.4
Consumer prices (1947-49 = 100)	114.9	114.2	+ 0.6	114.7	114.3	+ 0.3
Housing starts, Non-farm (thousands)	106.0	132.0	-19.7	96.0	113.8	-15.6
New private construction expenditures (\$ million)	2,333	2,367	- 1.4	2,197r	2,193	+ 0.2
Construction costs (1947-49 = 100)	150.0	144.2	+ 4.0	150.8	142.9	+ 5.5

p. Preliminary.
r. Revised.

Gas safety men to meet in Denver

The Eighth Annual Accident Prevention Conference will be held in Denver, Colorado, September 18-19, at the Shirley Savoy Hotel. An outstanding program that seeks to appeal to every segment of the gas industry has been prepared under the guidance of Howard Jayne, chairman of the Program Committee. R. E. McEldowney, chairman of the A. G. A. Accident Prevention Committee, will be the presiding officer.

The conference this year will be co-sponsored by the Rocky Mountain Gas Association. Conference delegates will be welcomed to Denver by William Van Genderen, RMGA president. F. T. Parks, vice-president of gas operations, The Public Service Company of Colorado, and a member of the A. G. A. Board of Directors will open the conference. His company will act as host for conference delegates.

On first day's program R. Mills, safety director of the Mountain States Telephone Co., will present the American Telephone & Telegraph Company's sound film "Near Misses—Why?" A nationally prominent speaker will discuss the subject of "Developing Good Worker Attitudes."

A presentation of a gas company's community protective services is next on the program. This program received national recognition when conducted by the Southern Counties Gas Company of California. Walter C. Prill, educational services manager; A. S. Storey, customer service department; and Monte M. Temple, superintendent of operations, will introduce, demonstrate and explain their program.

The afternoon session will be broken down into small discussion groups. The topic under discussion will be "To Get Employees Interested, We Do It This Way." This part of the program will be under the direction of E. S. Beaumont, The Peoples Gas Light & Coke Co., who



H. T. Jayne, Philadelphia Gas Works, heads conference program committee



R. E. McEldowney, United Fuel Gas, will preside at Accident Prevention meeting

will act as moderator.

The round-table discussion will be followed by a panel on "Highway and Work Area Protection." The panel will represent all parts of this country and Canada, and the pipeline industry. Panel members will be safety engineers and operating personnel from nationally prominent companies. Panel members who have accepted at this writing will include E. E. Taylor, Southern California Gas Co., representing the West Coast; Tom Gray, The Brooklyn Union Gas Co., representing the East Coast; Marvin B. Travis, Northern Natural Gas Co., representing the pipeline industry. Canada and the Midwest will also be represented on the panel.

The second day will open with films produced by the A. G. A. Accident Prevention Committee during 1956. Two films are scheduled to have their premiere showing. One is a film on "Safe Driving Practices for the Gas Industry," the other "Manual Handling of Material in the Gas Industry." These films will be followed by C. H. Lewis, Columbia Gas System Service Corp., who will

present his company's "Fire Fighting Training Program."

The next portion of the program will be a panel, again representative of the industry, on "Safety Procedures When Working on High Pressure (200 psi or over) Lines." This panel will cover job planning, bonding practices, types of stoppers, use of non-sparking tools, hot taps, etc.

Companies and areas represented on the panel are R. L. Conway, Jr., United Gas Corp.; Darwin Whipkey, New York State Natural Gas Corp.; Warren S. Hyde, Pacific Gas & Electric Co., and I. R. Dorr, Consumers Power Company. A representative from Canada is to be announced.

A. W. Conover, president of Equitable Gas Co., and chairman of the A. G. A. Executive Safety Committee, will be the principal speaker and will present Accident Prevention Certificates to representatives of member companies having reduced their employee accident frequency rate 25 per cent or more in 1955 when compared to 1954.

The conference will close with an-

other panel discussion on our "Driver Control Program." Panel members will be representatives from the winning gas and transmission companies of the 1954-1955 National Fleet Safety contest. R. H. Spikes, Pioneer Natural Gas Co., will be one of the panel members. The objective is to let the industry know what the winners believe to be the key to their successful motor vehicle safety program.

The special event of the conference will be the material exchange display. The entire industry is being asked to send in copies of any and all materials, memoranda, gimmicks and gadgets that have been developed and used successfully in accident prevention programs. Readers who may not have been contacted in the survey are asked to send in extra copies of any and all types of materials used in his company's accident

prevention program.

Suggested are policy statements or creeds; safety practices for any particularly troublesome problem, safety gadgets developed by safety or operating personnel. Reports of effective campaigns and the posters, bulletins or memoranda, developed and used effectively are wanted.

This material should be sent to Shirley Savoy Hotel, Denver, c/o R. N. Papich.

Lone Star to put highest pressure reservoir into operation

THE WORLD'S deepest and highest pressure underground natural gas storage reservoir will be put into operation by Lone Star Gas Co., Dallas, Texas, late this summer or early in the fall, Julian Foster, vice-president in charge of the company's transmission division, has announced.

Lone Star will store up to 35 billion cubic feet of gas in two of the four pay horizons in the Tri-Cities multipay field in Henderson County, near Athens. The two pay horizons are the Bacon limestone, topped at 7,800 feet; and the Rodessa limestone, topped at 8,200.

It is calculated by Lone Star reservoir engineers that approximately 20 billion to 25 billion cubic feet of gas can be stored in the Bacon limestone and approximately one-half that amount in the Rodessa. Cushion gas will total approximately 10 billion cubic feet and native gas approximately three billion cubic feet, leaving approximately 17 billion to 22 billion cubic feet of working gas.

With injection of storage gas expected to begin late in the summer or early in the fall of this year, Lone Star's schedule calls for reservoir pressures to be built back up to

original levels in 1958. Substantial liquid recoveries, however, should be realized by late 1957. Both zones will be cycled during off-storage and off-withdrawal periods.

The Tri-Cities project will be the largest such operation in Texas and gives Lone Star four underground storage units. The other three units are located in the New York City field in Clay County, with storage capacity of six billion cubic feet of gas; View field in Taylor County, three billion cubic feet; and the Leeroy field in Stephens County, slightly over seven billion cubic feet.

Home service visits the homemaker via TV in Baltimore

HOME SERVICE actually comes to the home in the Baltimore area every Tuesday, as 50,000 TV viewers sit comfortably in their living rooms and watch "Homemakers' Roundup" over station WMAR-TV. Stars of the show are this issue's attractive cover girl Betty Anne Morgan, and modern, convenient gas appliances.

The show, now in its seventh year, originates from the pink-and-charcoal kitchen of Baltimore Gas and Electric Co., with Miss Morgan, home service supervisor, as hostess. Miss Morgan and others on the home service

staff take turns weekly in presenting the demonstrations.

Viewer response to the demonstrations has been excellent—and even more important, many sales of such load builders as automatic gas water heaters and gas heating plans, both by dealers and by the utility's appliance department, have been traced directly to the brief commercials presented on the program. TV ratings indicate that the program is by far the most popular of any similar type in Baltimore.

Every three months a meeting is held to

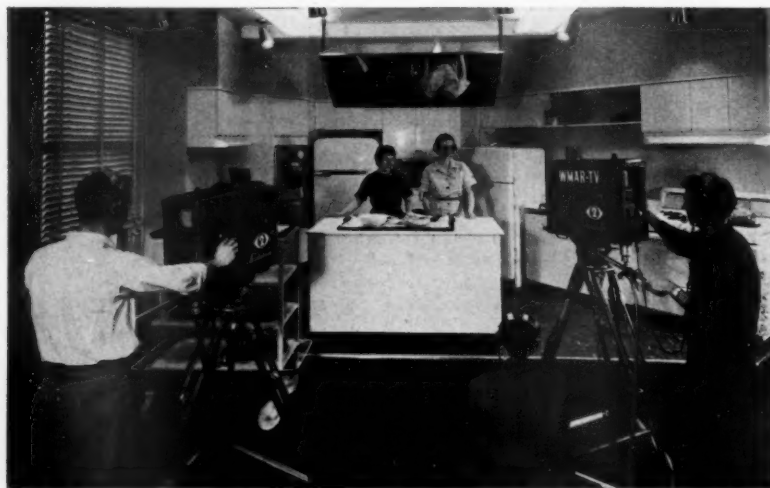
plan programs for the future, so that they will tie in with the utility's promotional campaigns. A staff demonstrator is assigned to each show at this time. The demonstrator then plans the menus, which are tested for a full week. Menus are printed before the show for insertion in *TV Guide*, and for distribution after the show to the mailing list. This mailing list is comprised of over 10,000 viewers who have requested that they receive recipes. Miss Morgan finds that common, old fashioned recipes are most popular, with stuffed meat loaf, sour beef, sea foods, yeast breads, and Christmas cookies and candies leading in popularity.

Periodically, the show is given over to topics other than cooking, such as preparing food for freezing, house cleaning, fashion, or laundering.

The format of the show follows a general pattern. The hostess introduces the demonstrator and her assistant and makes a general statement about the day's menu. The demonstrator keeps up lively commentary for about 26 minutes, including a one-minute commercial. The girls speak spontaneously, since this seems more natural than using a prepared script. The hostess appears again at the end of the show, followed by a brief filmed commercial.

Each show involves three rehearsals. At rehearsal time, a wire recorder is used so that those on the show can perfect their delivery before show time.

The average show costs about \$385 a week, or only a fraction of a cent per viewer. Total costs, including food, advertising in *TV Guide*, and mailing list, come to considerably less per viewer than non-TV demonstrations do per listener.



The TV cameras center on Betty Anne Morgan and her assistant, surrounded by modern appliances, as they go on the air with "Homemakers' Roundup." Scene is kitchen of Baltimore Gas & Electric

A discussion of an accounting method that links responsibility and performance to specific individuals

A cost tool—responsibility reporting

By H. S. SAWIN

*Price Waterhouse & Company
Pittsburgh, Pennsylvania*

Responsibility reporting can be defined as the technique of classifying expenditures and related data in such a manner that specific individuals can be held responsible for expenditures and performance in carrying out company activities. It is a means of keeping management at all levels, from foremen to chief executives, better informed of business operations, assisting them in their continuing efforts to obtain maximum efficiency at minimum cost.

For example, under such a system, a local manager would be responsible for the cost of reading meters in his geographical area; a chief accountant would be responsible for keeping the size and related cost of the clerical staff in the accounting department in correct ratio to the work load. In other words, it is the ability to associate good and bad performance with the individual in management responsible for the operation.

One of the main forces behind the development of responsibility reporting in all industries has been the increase in "cost consciousness" on the part of business executives. This has been brought about primarily by the continually increasing cost of doing business leading to the need for more effective cost con-

trol techniques. Unlike other industries where profit margins can be more easily maintained through price increases that keep pace with cost increases, utilities can less afford to be without cost control due to the intricacies of rate regulation.

Development and installation of a responsibility system is a major undertaking and should be approached from the viewpoint of management, not from the viewpoint of the accountant. The first task is to convince management that a cost control system is not just another accounting method but is primarily a management control device.

When the value of such a control system has been demonstrated to management, and its development and installation have been approved, the entire organization should be advised that the system is being developed to enable management to make better, quicker, and more informed decisions; that the accounting department is acting for and on behalf of management to develop and install the system and that the system is not being designed merely to serve mysterious purposes of the accountant.

Too frequently, the cost control installation is regarded by other departments as a project of the treasurer's department in which the treasurer's department is primarily interested. Too often, management is not consulted in defining the objectives for and exploring the value of the information which the cost control system may make available.

Not only should management's full support be obtained at the start, but

every effort should be made to retain it. Many cost control systems were started with management's active interest and support. As time passed, these diminished, perhaps without being intended or even realized by management.

What has happened? Most frequently, management's objectives have been lost sight of through preoccupation with a technical aspect of the system, or through diversion of efforts into channels of little or no interest to management. Management finds that as far as its own purposes are concerned, the system is producing little or nothing of value. Loss of support almost certainly follows.

The task of selling top management on the merits of a cost control system is not always easy. Much depends on the treasurer's concept of the accounting function (if he is to do the selling) and on his ability to give proper stature to his function in the eyes of management.

The second prerequisite does not concern the procedures but the approach to their development. One approach, the so-called "ivory tower," is to have the group assigned to this task go off by themselves, work out the details, write the necessary procedures, and issue instructions for installation. Do not expect a warm reception with that program.

The other approach is to work with individuals who will use and benefit from the system. For example, operating department personnel should be consulted in determination of responsibility areas, the manner in which expenses in each area will be analyzed, the source documents required, and the format of

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monthly periodic reports.

The other prerequisites concern the system. Most important, it should be simple in its application and economical to administer. It goes without saying that the system should operate at a cost less than the potential benefits. This principle should extend from the preparation of original documents through the required data processing to the completion of final reports and records.

Another consideration is flexibility. We are living in a period of changing times and conditions. Some of the activities that management considers important when the system is installed may be secondary after it has been in effect for a few years. For example, the emphasis in a gas utility might change from production to storage and in an electric utility from steam power to hydroelectric power. The system developed should be one that can be adjusted, expanded, or condensed readily to meet changing conditions or the changing needs of management.

Finally, responsibility statements must be clear, concise, and issued on a timely basis. Some statements being issued today are so voluminous and detailed that they serve only to confuse the reader. The information must be simply presented and easily understood. Do not expect to have one type of statement serve management needs at all levels. Various individuals are concerned with different degrees of detail requiring separate statements.

Also, avoid grouping noncontrollable and controllable costs. If noncontrollable costs are allocated and displayed on cost statements, show them separately; grouping will reduce the effectiveness of your responsibility reporting.

To summarize the prerequisites, if you

sell management on the value of a control system and keep in mind the importance of simplicity, flexibility, and readability of final reports, and if you obtain participation of operating department personnel in the program you will have gone a long way in assuring yourself of a successful installation.

So much for the prerequisites. Let us look now at a typical program that any company might follow in development of a responsibility system.

The first step is to review the plan of organization and develop an organization chart; not just a top level chart, but one that shows supervisors and foremen; one that reflects the way the organization is actually functioning, not the way it was intended to function.

Purpose of chart

The purpose of the chart is to clarify lines and levels of responsibility and authority. If situations of overlapping or divided responsibility and authority are disclosed, steps should be taken for correction. The final organization chart will disclose the areas of responsibility.

My use of the term "area of responsibility" means a unit of organization which is under the direct control of a single individual who can determine, or definitely influence, the elements of cost with which he is charged.

Having established the units of organization, the second step is to determine the manner in which costs and expenses incurred in each unit will be classified. That is, what are the functions that are important enough to be segregated for cost control, and into how many cost elements will the expenses within each function be divided. A function for this purpose may be defined as an integral part of an area of responsibility, segregated according to the type of operation being performed.

A cost element, of course, is the type of expense, such as labor, supplies, transportation. The policy adopted must be the one that best suits the needs of individual companies. Remember that the person responsible for each area should participate in determination of the work functions and cost elements.

The third step is the design of responsibility cost statement forms; the media that will be used for reporting results of operations to management at all levels. Statements for successive management levels should contain less and less detail, finally flowing into top financial

statements. Participation of operating department personnel is particularly important at this point as assurance that the information shown is the most applicable.

The fourth step is not difficult in application but requires a considerable amount of planning and forethought to be successful. It is the development of a coding system for identification of costs by responsibility area, function, and expense account.

A coding system well thought out and developed can ease tremendously the process of accumulating and summarizing data. A poorly designed code can result in failure of the entire system.

I doubt if there are two coding systems in this world that are alike; some are rather complex, others are quite simple. The important thing is to develop a code that is flexible and that can be translated readily to the accounts prescribed by regulations.

The fifth step is the revision of source documents. Although source documents for the various functions, such as payroll, personal expense, company transportation, etc., will be different, an effort should be made to standardize information contained thereon. This facilitates preparation and if punch-card or electronic procedures are used, the uniformity and sequence of information becomes especially important. The design of these documents will be comparatively easy once the responsibility code is complete and the information required for responsibility statements determined.

The sixth step involves a training program and preparation of appropriate instructions. If operating department personnel have participated in the program, preparation of instructions and gaining acceptance of the plan will be relatively easy. If the "ivory tower" approach that I mentioned previously has been used in determination of responsibility areas, functions, cost elements, codes, etc., preparation of instructions and gaining acceptance of the program will be increasingly difficult.

The final program step is the development of detail procedures, that is, the mechanics of processing data from original events or transactions to final responsibility statements, financial statements, and commission reports. Do not have the preconceived idea that punch cards are the only way to process data. There are many modern manual methods

(Continued on page 52)

Issue committee report

THE A. G. A. Accounting Section announces the availability of the Compendium Committee Report, 1956, which is the second supplement to the 1954 report issued in 1955. The 1956 report contains reviewed material of all official Accounting Section papers published during the year 1955. The 1956 Compendium Committee Report has been prepared under the chairmanship of James F. Daly, Long Island Lighting Co., Mineola, New York. It is available from A. G. A. Headquarters at \$2 a copy.

Mrs. America

(Continued from page 14)

in a different manner than the periodic use of appliance ads. We feel that the contest is good for the company and good for the industry in general. We are looking forward to next year when we hope to do an even better job."

H. W. Lemmon, United Gas Corp., Houston, Texas:

"It is believed success achieved in securing publicity for the contest and the companies involved was satisfactory in view of the somewhat limited effort and promotion put behind the affair. Better publicity was achieved in smaller communities than in larger metropolitan areas. We believe the contest has much merit and value and deserves the support and participation of all gas companies within the state. Recommend that preliminary state efforts start earlier, have better local backing and interest, and work up to the climax of the state and national finals."

T. E. Connelly, sales promotion director, City Gas Co., Flemington, N. J.:

"As this was the first year of our entry in this contest, we were not too familiar with same. However, we feel our program was quite successful as we received considerable publicity and experience."

The foregoing quotations from gas companies indicate that enthusiasm for the contest is generally measured in terms of the results received. Those companies putting on all-out campaigns found that it paid tremendous dividends. Companies with limited promotions found, even in spite of limited efforts, that the contest paid off in satisfactory publicity and public relations. It would seem, therefore, that the greater the effort, the bigger the dividends.

The reports clearly indicate that a highly successful local promotion must include the following basic ingredients:

1. Good publicity prior to the opening of local contest to encourage high-caliber homemakers to enter.
2. Careful selection of judges.
3. Well thought out rules of contest so that only qualified homemakers compete. Interesting contest activities, including bake-offs, meal planning and preparation, and so on, to add interest and publicity value.
4. If the first three ingredients are

well planned, the fourth ingredient—good newspaper, radio and television coverage—will result.

Here, then, are some of the ways in which gas companies in every part of the country, handled these ingredients to make their local contest pay dividends.

To encourage qualified homemakers to enter, they prepared publicity releases, radio and TV scripts in advance, outlining details of the contest. In every case, the most successful results were obtained when the prestige and dignity of the contest was thoroughly promoted.

It is wise to indicate early in the game, what qualifications are required and what contestants will be expected to do. By playing up the homemaking abilities and emphasizing the fact that this is not a beauty contest, more women are encouraged to enter. In fact, many gas companies found that husbands, neighbors and children often are the motivating force behind a contestant's entering the contest.

Judges' qualifications

Careful selection of judges is of vital importance to keep the local contest on a high plane. Most gas companies choose judges with three things in mind. They should be qualified to judge a homemaking contest where active participation in church and community affairs as well as attractiveness and poise are requirements. They should be well-known locally. They should add dignity and prestige to the proceedings.

Thus, home economists, food and equipment editors of newspapers and television stations, officers of well known women's clubs, civic leaders and educators, are well qualified. "Newsworthy" people also often make good judges. Ohio Fuel, for example, had Marine Captain Richard McCutchen serve as one of their judges. Captain McCutchen won \$64,000 on a TV quiz program for his knowledge of cooking.

Newspaper and television editors are usually more willing to "cover" the contest when one of their own representatives is a judge. It is also found to be more interesting when the judges' panel is comprised of both men and women. The more diversified the panel, the better. Thus, a panel made up of home economists, educators, editors, civic leaders and an interior decorator or prominent clubwoman, is superior to one made up entirely of home economists, for example.

The conduct of the contest is, of course, very important to the over-all success of the promotion. Careful screening of applicants prior to their being accepted as contestants cannot be over-emphasized, since every contestant is a potential Mrs. America. Whether she makes the national finals or not, she will remain identified in the public's mind with the gas company that sponsored her originally.

Judging by the reports received, gas companies feel that the screening of applicants is one of the most vital ingredients. Some companies sent their home service directors to the applicant's home for a personal interview. They wanted to see her in her own environment, meet her husband and children and in some cases, even the neighbors, to determine her reputation as a mother and neighbor.

Naturally, in areas where literally thousands of applications are received, this is not possible. However, many of the largest gas companies found that by carefully screening applications and meeting the applicants in large groups, they gradually eliminated the unqualified and brought the total down to a representative number. These were then carefully screened through personal visits.

Many gas companies further recommended that the applications include room for contestant's educational background and that some mention be made on them as to the qualifications required and what contestants would be expected to do.

Interesting contest activities were handled in a variety of ways. Homemaking competitions included bake-offs, ironing, sewing, planning and cooking entire meals, table-setting, and so on. These were generally conducted by home service directors and their staffs, and were most effective when done on a stage before an audience. In many areas, the proceedings were broadcast and televised over popular women's programs.

By fully publicizing each contest activity, public interest in the contest is generated right up to the point where a local winner is selected for the state finals. Stories on each contestant, her family, favorite recipes, church and civic activities, build interest in contestants. Home shows, parades, personal appearances on radio and TV, help to acquaint the public with the contestants and the aims of the contest.

One of the most successful promotions

was jointly carried out by Southern California Gas and Southern Counties Gas with 124 local contests. A series of 12 news releases with photographs was distributed to all papers in their area. The release schedule called for one release each week from January 19 through March 8, the period for securing contestants. Additional releases announcing local, division and state winners followed. The result was that in Southern California Gas Company's area alone, clippings numbered 3,500, with more than 1,000 specific mentions of gas and gas appliances.

A total of 29 radio and television appearances were booked for contestants. The cost of these would have been approximately \$17,000 had the equivalent amount of time been purchased. Six special television films were placed with news shows and taped radio interviews with each of the contestants at the state finals were sent to home town papers and stations.

Entrants fewer, better

H. B. Kirk, California chairman of the Mrs. America Committee, had this to say about the contest: "The results this year proved that, with continued development, the Mrs. America event can have high public acceptance. Newspaper publicity was greater than last year. Entrants were fewer, and in most cases, were a higher type. Good, hard, promotional work is essential to secure the high type contestant considered desirable. Professional contestants lost interest upon discovering the extensiveness of the contest and the work involved."

The local contest staged by Brooklyn Union Gas Company won the Robertshaw Fulton Award, a handsome mahogany and gold plaque and \$500. The award was given Brooklyn Union for an outstanding promotion featuring gas ranges equipped with top burner heat controls during the Mrs. America contest.

Mr. Smith, publicity supervisor of Brooklyn Union, had this to say about their local contest:

"Special effort was made to get clubs and civic associations to enter candidates. A battery of direct mail to club presidents (some addressed by the chambers of commerce), stories in many New York City dailies, and showings of the Mrs. America film were used to reach them. The result was more than 1,000

entries, about 100 representing large clubs.

"Each of the 200 contestants selected were individually interviewed, asked to prepare menus, and required to bring to a company office a cooked dessert. From these, 12 were selected from Brooklyn and 12 from Queens to appear in the borough semi-finals.

"The semi-final in each borough was held on two days—one day in a department store for the sewing and ironing events, and one day at a company sales office for the cooking competition. DeSoto motorcades brought the contestants to each of the events.

"Only ranges with the 'Thermal Eye' were used in the cooking competition. In each borough, six finalists cooked in the morning and six in the afternoon. Although the semi-finals were not intended to draw a crowd, audiences of 50 to 100 people showed up at each event, listened to a home service girl explain the operation of the top-burner control. The cooking competition, which required each contestant to use her ingenuity in preparing a main dish with a pound of hamburger, made news in most city newspapers.

"Out of each semi-final, outside judges selected two finalists for the 'Battle of the Boroughs.' Although attendance, newspaper stories and radio and TV publicity were excellent for these preliminary events, the entire contest was being built to a climax in the 'Battle of the Boroughs,' between the homemakers of Brooklyn and Queens.

"The 'Battle' took place on stage of Loew's Valencia Theatre, largest movie theatre in Queens, on April 10. From the first of April, newspapers were bombarded with publicity, and Brooklyn Union spent its only advertising dollars invested in the program in 50 one-minute commercials on NBC radio. The commercials asked the public to pick up free tickets at any Brooklyn Union office, and while there to see a demonstration of the amazing new gas ranges with the top burner heat control. In addition, Dione Lucas urged viewers to write in for tickets on the company's television program over another station.

"Activity for the 'Battle of the Boroughs' began at 8 a.m. on April 10. Ten DeSotos formed a motorcade at Brooklyn Borough Hall where NBC's mobile broadcasting unit held a sidewalk interview with the finalists, heard over Bill Cullen's morning show, 'Pulse.' On the

way through Brooklyn to Queens, the mobile unit broadcast the progress of the motorcade, while Bill Cullen interjected commercials on the exciting appliances and stage show to be seen at the theatre that day.

"At 9:45 the motorcade pulled in front of the theatre where another broadcast originated under the marquee as the crowd of 2,000 started to enter the theatre.

"The 'Battle' opened at 10 a.m. with representatives of the chambers of commerce of each borough setting the tone. An array of professional talent held the audience in the theatre while the contestants sewed an apron, ironed a blouse or shirt, and made a complete dinner, prepared and served in an hour and a half. Among the celebrities were TV's two top cooks—Dione Lucas and Josephine McCarthy—demonstrating on an automatic gas range with top burner heat controls.

"The four-hour program closed with an hour broadcast from the stage of the theatre on the combined Johnny Andrews-Peggy Fitzgerald show. Commercials on the five gas ranges used on stage were directed both to the audience in the theatre and the listening audience.

"Following the contest, publicity appeared in most dailies and weeklies, in three television newsreels and on many radio and television programs."

Draw conclusions

Conclusions drawn from the gas company reports indicate:

1. The number of entrants is not important, caliber of contestants is. Good publicity attracts qualified homemakers when requirements are specified and goals of the contest stressed.

2. Judges add prestige and dignity to contest proceedings and they should be thoroughly indoctrinated in regard to the type of homemaker being sought to represent American wives and mothers.

3. Many gas companies had local newspapers co-sponsor the contest with them to add to publicity coverage given their contest.

4. The more effort put into the contest, the greater the dividends received. Careful planning is more important than money spent, as indicated by Brooklyn Union Gas Company.

5. Many gas companies feel that Mrs. America needs to be identified more closely with the gas industry.

Confer on 1956 PEP campaign

A preview of the 1956 PEP Commercial Gas Equipment Sales Campaign was offered recently at a meeting where the new portfolio was being discussed and designed.

Once again a golden opportunity awaits gas companies to participate in this fourth annual sales campaign to bolster commercial sales on a nationwide basis. The campaign runs September, October and November.

Last year companies aggregating some 49 per cent of gas industry meters participated. One prize winning gas company developed over 1,600 sales leads which when turned over to dealer salesmen resulted in over 50 per cent closures. Still another company showed an increase of nearly 200 per cent in sales over the previous year. Other participating companies have reported similar sales increases.

By stressing the "Performance—Economy—Profit" angle of commercial gas cooking equipment and following the suggestions for gas company participation and dealer cooperation as outlined in the portfolio which will be in the mail early in August, an upturning sales curve can be shown by all who expend more effort on commercial sales.

This year the emphasis will be on modernization of cooking facilities and the sale of new improved appliances

where needed. Salesmen are asked to point out the profits to be had in specialized appliances, and how replacement of old and obsolete equipment can improve profits.

Components of the campaign portfolio will include a "How to do it" manual, campaign timetable, and a series of direct mail selling letters and folders for dealers, dealer salesmen, customers and prospects. Suggestions for conducting sales prize contests are included.

The Gas Appliance Manufacturers Association again is supporting the 1956 PEP campaign with a \$1,000 prize contest. Gas companies will be divided into three classes for the contest. These are: group 1—Up to 25,000 meters; group 2—25,000 to 100,000 meters; group 3—over 100,000 meters.

Sales managers of companies with the highest sales per meter in each group receive \$300 cash and an Achievement Award Plaque.



Preliminary sketches for 1956 PEP portfolio are made by commercial artist

Oklahoma Natural wins trophy at restaurant show

FOR ADVANCE preparation, new ideas, adequate manpower and presentation, the Oklahoma Natural Gas Company was awarded a trophy at the Oklahoma Restaurant Association Exposition in Tulsa during the latter part of April. Seven other gas utilities of the state cooperated in making the gas exhibit one of the outstanding displays of this annual restaurant show and shared the award.

Several pieces of commercial cooking equipment were connected for demonstration purposes.

Two companies at nearby booths also had live gas equipment to demonstrate their products. This made the Blue Flame area and surrounding booths the focal point of visitors to the show.

Oklahoma Natural was responsible for having George L. Wenzel, who in past years has lectured under A. G. A. sponsorship, on the Restaurant Association Convention platform each day to report on restaurants he had visited and to tell the delegates how they

could increase their profits. As usual Mr. Wenzel was very favorable to gas and pointed out the shortcomings of competitive equipment. He also demonstrated the preparation of foods he recommended from the platform before large crowds in the gas company exhibit area.

Some 15 pieces of commercial cooking and allied equipment was on display in the gas booth which included ovens, ranges, broilers, fryers, griddles, food warmers and water heaters.

Gas Practices group works on industrial gas piping code



Committee works on code for installation of customer-owned piping and equipment

AT A RECENT meeting of the Industrial Gas Practices Committee, Part III of the proposed code for the installation of customer-owned piping and equipment was put into form for final editing. Completion of this equipment section of the code (not covered in Z21.30) is expected shortly and will be issued as an Information Letter early in the fall.

Attending the meeting were, clockwise around table: R. A. Himmelmann, The Peoples Gas Light & Coke Co.; J. M. Robertson, Houston Natural Gas Corp.; R. C. LeMay, Selas Corporation of America; M. A. Combs, A. G. A.; E. L. Spanagel, chairman, Rochester Gas & Electric Corp.; F. N. Whittemore, The Travelers Insurance Co.; R. A. Modlin, The East Ohio Gas Co.; R. E. Morken, Chrysler Corporation. Standing left to right: R. L. Davis, Baltimore Gas & Electric Co.; D. A. Campbell, Eclipse Fuel Engineering Co.; A. H. Cramer, Michigan Consolidated Gas Co.; J. M. McCaleb, Columbia Gas System Service Corp.; L. W. Crump, Oklahoma Natural Gas Co.; R. M. Buck, Bryant Industrial Products Corp.; C. S. Segeler, A. G. A.

A.G.A. pamphlet tells story of 'Blue Star' seal of approval

a PAR activity

I DIDN'T realize, myself, how alive, alert, aggressive and progressive the gas industry is, until I looked into the A. G. A. Laboratories and learned about the "Blue Star" approval seal, reports the nationally-known humorist, Don Herold.

In an eight-page pamphlet, *A Seal of Satisfaction for Your Gas Appliances*, Mr. Herold shows what is behind this "medal of honor" which is worn by 95 per cent of all gas appliances sold today. The gas range, for example, must be easy to install, repair, clean and adjust. Gas supply lines are given 12 separate checks for safety and performance. Valves are given as many as 10,000 turn-offs and

turn-ons (a lifetime of use) to test their durability. Burner trays must have raised sides, tight corners to catch spill-overs, smooth edges, rust-resistant finishes and easy removability. Temperatures of adjacent walls and floors must remain safe and comfortable.

All "Blue Star" gas appliances, including clothes dryers, incinerators, refrigerators, water heaters, furnaces and ranges, must operate safely, must be well constructed and must perform satisfactorily.

"This \$16 billion industry is determined," Mr. Herold declares, "that the public shall be pleased with appliances that have been carefully tested for safety, dependability and satisfactory performance by the American Gas Association Laboratories."

"Today, the world may know that an A. G. A.-approved appliance, properly installed and operated, may be expected to give years and years of satisfactory service."

Seal of Satisfaction was produced under A. G. A.'s PAR Public Information Program. The pamphlet is designed to tell the story of the gas industry's unique appliance testing program to employees, customers, appliance salesmen, dealers, distributors, builders, architects, teachers, and municipal officials, civic groups, editors, and public safety groups.

Order from Public Information Bureau, American Gas Association, 420 Lexington Ave., New York 17, N. Y. Prices are: 1 to 999—five cents each; 1,000 to 9,999—four cents each; over 10,000—two cents each.

IGT emphasizes undergraduate program in gas engineering

THE EDUCATION PROGRAM of the Institute of Gas Technology, Chicago, originally conducted at graduate levels only, is now emphasizing undergraduate instruction in gas engineering.

Dr. Martin A. Elliott, IGT director, says: "The objective is to train more men for the gas industry at the bachelor's level, where the most men are needed. The program also affords us an opportunity to evaluate the students and determine which are qualified to continue their studies with us for master's and doctor's degrees."

The undergraduates are enrolled in the gas technology option in chemical or mechanical engineering at Illinois Institute of Technology, with which IGT is affiliated. Instruction in gas technology is given during the junior

and senior years in the classrooms of IGT. Men taking the gas option are urged to accept summer employment in the gas industry, and all IGT scholarship and fellowship holders are required to take such work.

The institute has invited gas companies to participate in the program as a means of securing trained employees. Under this plan a gas company selects from its own area a high school or junior college graduate, employs him in its plant to determine his adaptability, and then sponsors his enrollment in the gas option at Illinois Tech.

The amount of support and financial incentive which a company will offer, in the form of a scholarship or fellowship (the latter includes a stipend to help meet the cost of living), is something which can be determined

by the company alone. If the selected man qualifies academically for one of the 20 scholarships offered annually by IGT, he may apply for an IGT scholarship and relieve the company of a portion of its financial obligations.

The Peoples Gas Light & Coke Co., Chicago, is the first to enter fully into the plan. It has granted two \$1,000 scholarships for the coming academic year, and will employ the recipients for summer training.

Companies which will participate to the extent of employing eight IGT Scholars and one Fellow this summer are: Boston Gas Co., Houston Natural Gas Corp., Natural Gas Pipeline Company of America, Northern Illinois Gas Co., and Panhandle Eastern Pipe Line Company.

Chemical, Engineering and Manufactured Gas Production Conference draws 450 delegates to Philadelphia

Speakers call for more research

Discussions of plans and problems of gas utility operations, as well as the over-all future of the gas industry, highlighted the 1956 A. G. A. Chemical, Engineering and Manufactured Gas Production Conference, May 16, 17 and 18 at the Benjamin Franklin Hotel in Philadelphia.

Samuel Cohn, The Peoples Gas Light and Coke Co., as chairman of the Chemical and Engineering Committee, delivered the welcoming address to the more than 450 delegates of the meeting. He introduced J. H. Collins Sr., New Orleans Public Service, Inc., who is chairman of the Operating Section.

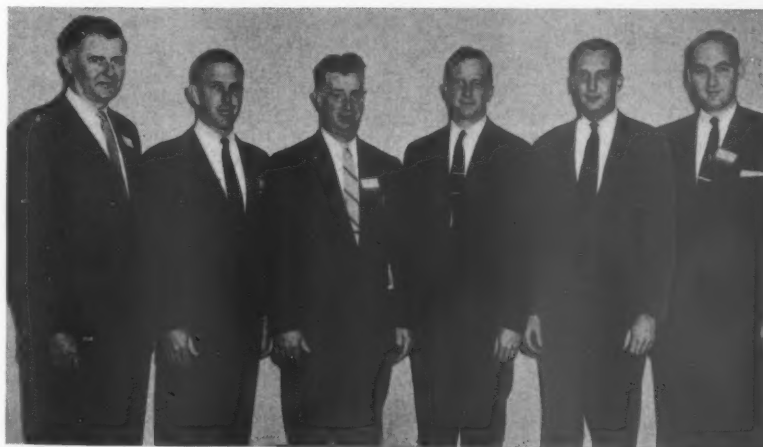
Mr. Collins gave a brief review of the Section's projects, surveys and investigations. In addition, Mr. Collins presented service awards to S. W. Horsfield, Long Island Lighting Co., chairman of the A. G. A. Manufactured Gas Committee for 1955, and to I. B. Dick, Consolidated Edison Company of New York, chairman of the A. G. A. Chemical and Engineering Committee for 1955. The presentation of plaques to the ex-chairmen inaugurated this year a program of citing committee leaders for their service.

The keynote address of the conference was delivered by William B. Tippy, Commonwealth Service, Inc. He told the conferees that "now is the time for an aggressive reappraisal of the whole picture if the industry is to realize its full potential as supplier of energy to the consuming public."

Mr. Tippy dealt at length on the need for research and the swift development of the industry's technical operations and methods. He said research is going forward in the industry principally toward



Samuel Cohn (l.), chairman of Chemical and Engineering Committee, presided at opening session. Left to right: Mr. Cohn, Peoples Gas Light; T. L. Robey, A. G. A.; Samuel McKay Jr., Bell Telephone; W. B. Tippy, Commonwealth Services; J. H. Collins Sr., New Orleans Public Service



Speakers at Thursday morning manufactured gas production session were (l. to r.): C. G. Milbourne, United Engineers & Constructors; C. W. Davis, Peoples Water & Gas; J. L. Turnan, Worcester Gas Light; L. G. Tucker and G. L. Fleming, Koppers Co.; H. R. Linden, IGT



Speakers for a panel session on undesirable deposits in gas distribution systems included the following (l. to r.): S. C. Symoski; A. W. Doyle; Warren E. Churchill; C. S. Hazel, moderator of the panel; O. W. Lusby; R. W. Gilkinson; and D. A. Dundore



At rostrum are Herbert C. Jones (standing), New England Electric System, and Dean B. Seifried, Rockland Light and Power Co., presiding over a session on manufactured gas planning at the Chemical, Engineering, and Manufactured Gas Production Conference



E. D. Crouch (standing) was chairman for the session on use and handling of LP-Gases. With him are (l. to r.): H. V. Precheur, Public Service Electric & Gas; W. T. Swann, Brooklyn Union Gas; W. H. Kramer, Phillips Petroleum; B. C. White, Stone & Webster

the development of a synthetic natural gas.

"Research being a time-consuming process," he said, "we should drive through to conclusions to provide assurance to ourselves, the financial world, and our customers that gas is here to stay and that our dynamic industry is not in fact tied to one limited natural resource."

Following up Mr. Tippy's remarks, T. L. Robey, coordinator of research, A. G. A., told the conference that results of gas operations research have been encouraging. In addition, Mr. Robey gave a word picture of A. G. A. research in the domestic field, industrial and commercial uses, pipeline research and gas air-conditioning research. Mr. Robey's remarks will be found elsewhere in this issue.

Samuel McKay, Jr., Bell Telephone Company of Pennsylvania, spoke to the conference on the subject of "Trend of Accidents in the Gas Utility Industry." He said that although the gas industry has successfully lowered its accident frequency rate for eight consecutive years to its lowest mark in history, there is still a great deal of room for improvement. He urged the nation's gas companies to become more aggressive and active in the development of accident prevention programs.

Dr. Louis C. McCabe, Resources Research, Inc., Washington, D. C., delivered a paper on "Current Developments in Air Pollution Control." He presented a summary of the work being carried on throughout the United States to control air pollution from all sources—the burning of community wastes, automotive exhausts, industrial operations, and others.

B. C. White, Stone and Webster Engineering Corp., chairman of the Builders' Subcommittee, was the concluding speaker of the morning general session. He gave a report of the work of 12 companies engaged in the manufacture of gas production, processing and handling equipment.

The remainder of the three-day conference was devoted to separate sessions sponsored by the Chemical and Engineering and the Manufactured Gas Production Committees. Luncheon conferences were held each day under the sponsorship of the various subcommittees.

For the Wednesday luncheon, Herbert C. Jones, New England Electric System, and Dean B. Seifried, Rockland Light and Power Co., led a forum on manufactured gas production planning. Another luncheon meeting, on plant waste

disposal, was presided over by Dominic F. Cundari, Public Service Electric and Gas Co., and A. William Olsen, Providence Gas Company.

On Thursday morning Mr. Cohn presided over a session devoted to such topics as the control of undesirable deposits in utility distribution systems, filters, odorization and gas conditioning.

At the same time, J. L. Turnan, chairman of the Manufactured Gas Production Committee, served as the presiding officer for a session which took up the subjects of future by-products of the coke oven industry, the use of industrial gas for underfiring coke ovens, and progress reports on the development of natural gas substitutes.

For the luncheon session on high Btu gas, George L. Bixby, Consolidated Edison Company of New York, Inc., and O. B. Holman, Philadelphia Gas Works, were the presiding officers. The majority of discussions pertained to the production of high Btu oil gas.

George C. Dormer, The Manufacturers Light and Heat Co., and R. L. Coryell, Consolidated Edison Company of New York, Inc., presided over a luncheon session on quality control, odorization and gas conditioning. C. S. Hazel, Philadelphia Gas Works Division, The United Gas Improvement Co., was the moderator for a discussion of quality control. A panel on odorization practices was led by W. E. Russell, Baltimore Gas and Electric Co., while Mr. Coryell was the moderator for a symposium on gas odorization.

E. W. Montgomery, Connecticut Coke Co., presided over a luncheon session Thursday on carbonization and coke. A progress report on continuous fluidized carbonization was made by R. G. Minet, United Engineers and Constructors, Inc., and S. J. LeRoy, The Connecticut Coke Co., discussed foundry coke sizing.

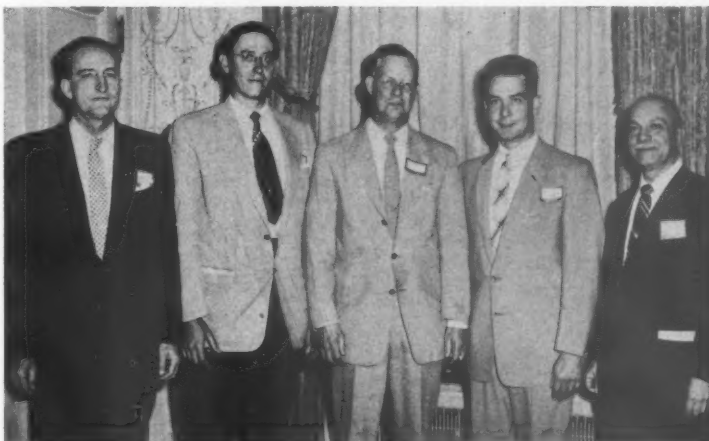
D. L. White, Washington Gas Light Co., as vice-chairman of the committee presided over a chemical and engineering session Friday morning. The subjects of the session covered water conditioning for compressor and engine jacket systems, fuel gas analysis, measurement of electrolytic conductivity, and the gas incinerator's role in air pollution control.

J. G. Voelker, Central Hudson Gas and Electric Corp., as vice-chairman of the committee, led the Friday morning manufactured gas production meeting. At a Friday noon session, F. J. Frederick,

(Continued on page 52)



George G. Dormer (r.) presided over session on quality control, odorization and gas conditioning, with R. L. Coryell (l.) as alternate chairman of session. In center are panelists on gas odorization practices: R. McKinley, W. E. Russell, D. L. White



Five members of a gas odorization symposium were (l. to r.): A. L. Wallace, New Orleans Public Service; E. O. Rossbach, Brooklyn Union; R. L. Coryell, Con Edison, moderator; B. H. Loper, Philadelphia Gas Works; N. A. Manfred, Chicago District Pipeline



Participants in the Friday session on instrumentation, analyses and tests included (l. to r.): L. K. Spink, The Foxboro Co.; Brendon C. Joyce, The Bristol Co.; F. J. Frederick, Long Island Lighting, chairman; Duane V. Kniebes, IGT, alternate chairman

Michigan Consolidated's "Hall of Flame" promotes use of gas as supply situation eases

Detroit hails advent of new gas pipeline

When front page headlines in Detroit recently announced the approaching end of restrictions on gas for space heating, Michigan Consolidated Gas Company was ready to capitalize on the public's interest.

These curbs have been necessary for several years because the demand for natural gas exceeded the supply available. The new 30-inch line being built by the American Louisiana Pipe Line Company will bring a 70 per cent increase in gas by late summer, the newspaper stories pointed out.

Michigan Consolidated Gas, which serves Detroit and about 100 other Michigan communities, stage a series of promotions. Included were the "Hall of Flame" at the Detroit Builders Show, the Mrs. Michigan contest and participation in the opening of 400 all-gas

homes in a country club setting.

The Hall of Flame, held in conjunction with 15 leading gas equipment distributors, was a major attraction at the Builders Show. For the first time, an entire building was used for a single display.

Showgoers became aware that "Gas Is Best" from the moment they reached the grounds of the Michigan State Fair, site of the home exposition. First sight to greet them was a flaming 14-foot-high gas beacon, looming above the main entrance. On opening day Mrs. Ramona Deitemeyer, Mrs. America of 1956, lighted the beacon as TV cameras whirled and city officials beamed. Mrs. America had led a motor parade eight miles out to the Hall of Flame, with police sirens wailing.

Located nearest the main parking lot,



Standing before gas beacon that marks "Hall of Flame" entrance is Fred A. Kaiser, Michigan Consolidated sales vice-president, and "Mrs. America, 1956"

the Hall of Flame served as a main entrance for the Builders Show. As visitors approached, they saw a row of simulated gas flames 10 feet high standing guard across the front of the building.

Above the main door, two giant winged horsemen bearing torches with trailing flames appeared to be thundering upward toward the sky.

The figures and theme were created by Roy Heimbach, a gas company employee for 32 years. He had spent more than three months preparing the project.

As showgoers stepped into the Hall of Flame, they entered a broad corridor sweeping through the structure. On each side, masked building pillars represented rows of gas beacons rising to the ceiling. Each was illuminated from the interior with brilliant shafts of light.

The blazing columns gave the effect



View of gas company's booth shows open layout which transformed entire building into gas industry exhibit. Note shopping bag at lower left corner



All visitors to Detroit Builders' Show passed through "Hall of Flame," creating busy traffic shown above. Pillars were decorated to depict gas flame



Major feature at Michigan Consolidated booth was lighted panel showing new pipeline. Mr. Kaiser shows Mrs. Ramona Deitemeyer route from Louisiana



At another part of Builders' Show, gas company exhibits complete line of gas appliances. Note that visitors are urged to visit "Hall of Flame"

of an ultra modern art gallery for the display with gleaming 1956 gas appliances.

To keep the exhibits in harmony with the main theme, Michigan Consolidated provided all the decorations, lighting, furniture and display identification cards. Each of the 16 booths was decorated exactly alike. At the rear stretched a replica of the Valkyrie riders, with the exhibitor's name on the sign.

Instead of the conglomeration of promotional material usually seen at such a show, Hall of Flame exhibitors displayed standard-size, simply-lettered cards identifying their merchandise. Simple rope dividers separated the booths, creating an illusion of one spacious display area.

Exhibitors stressed gas heating equipment, but made sure that all seven uses

of gas in the modern home were well represented.

In its own central booth, Michigan Consolidated Gas displayed no merchandise. Instead, the company featured lighted panels dramatizing the vast distance covered by the new pipeline. Sales personnel answered questions about gas, while employees from the home service department baked and served cookies.

As each adult visitor entered the Hall of Flame, he was given a white shopping bag emblazoned with "Gas Is Best." These dominated the show scene as patrons fanned out to other buildings, filling the bags with leaflets. About 75,000 shopping bags were carried home.

This opening impact carried on into other display areas where exhibits of automatic gas appliances were interspersed liberally throughout the show.

Michigan Consolidated presented a full line of appliances in another building.

Three days after the exposition opened, Michigan Consolidated Gas staged the Mrs. Michigan contest for the first time. Eight top homemakers chosen from several hundred entries in the state met in a Detroit department store auditorium to vie in table setting.

Next day contestants gathered in the marble Veterans Memorial Building in Detroit's lavish new Civic Center for the cook-off. During the final hour a major television station carried the selection and crowning of Mrs. Nila Dreger, of East Grand Rapids as Mrs. Michigan of 1957. She has three children.

Pictures, stories and interviews with the winner appeared in all Detroit news-

(Continued on page 50)

Industry news

Wisconsin group installs Leach

RICHARD W. LEACH, vice-president and general manager, Wisconsin Natural Gas Co., and vice-president, Wisconsin Electric Power Co., extension system, was installed as president of the Wisconsin Utilities Association at the annual meeting dinner. He succeeds Carl J. Forsberg, president, Wisconsin Power and Light Co., Madison. Mr. Forsberg was elected chairman of the board of directors of the association, succeeding H. P. Taylor, Milwaukee, president of the Wisconsin Public

Service Corporation.

S. Lloyd Nemeyer, president of the Milwaukee Gas Light Co., was installed as vice-president of the association, succeeding Mr. Leach. Earl G. Frank, assistant secretary and assistant treasurer, Milwaukee Gas Light Co., was installed as treasurer, succeeding Harold P. Chamberlin, Milwaukee.

The chief executives and department heads of electric and gas companies in the state attended the annual event.

Colgate announces final results of national laundry contest

TWO NATIONAL MAGAZINES devoted to selling—*Sales Management* and *Sales Managers' Idea Library*—will feature the recent A.G.A.-Colgate national laundry contest in forthcoming issues as an outstanding sales promotion campaign.

The \$100,000 laundry contest won handsome engraved walnut and gold plaques for 14 gas companies for their outstanding performance and achievement during the two months of the contest.

When the national promotion was originally planned, A. G. A. had anticipated that approximately 60 gas companies would participate and that Colgate would award five plaques to gas companies in various size categories in recognition of their contributions to the over-all success of the contest. As the promotion got under way, an unprecedented number of gas companies—154 from every part of the country—tied in with the national campaign. The response was so overwhelming that Colgate decided to present 14 awards.

Recipients of the Colgate plaque for out-

standing performance are: Frank S. Williams, Ohio Fuel Gas Co., Columbus, Ohio; W. C. Palmer, Michigan Consolidated Gas Co., Grand Rapids, Mich.; E. A. Worgull, Milwaukee Gas Light Co., Milwaukee, Wis.; G. E. Armstrong, Minneapolis Gas Co., Minneapolis, Minn.; Terry Hart, Nashville Gas Co., Nashville, Tenn.; A. B. Caldwell, United Gas Corp., Jacksonville, Texas.

Also, W. F. Goins, Jacksonville Gas Corp., Jacksonville, Fla.; A. M. Pickard, Gas Light Company of Columbus, Columbus, Ga.; H. Hansell Hillyer, Savannah Gas Co., Savannah, Ga.; J. F. Jones, Battle Creek Gas Co., Battle Creek, Mich.; Paul P. Gordon, Frederick Gas Co., Inc., Frederick, Md.; Ben Cain, Suburban L-P Gas Co., Griffin, Ga.; Martin Gable, Peoples Gas Co., Tampa, Fla.; R. H. Fry, Bristol Gas Corp., Bristol, Tennessee.

The contest also won complete New Freedom Gas Laundries for 100 gas customers. These were valued at over \$1200 each, consisting of a Bendix gas duomatic washer-dryer, a Ruud Alcoa duo-temp automatic gas

water heater (Model A 36-40), and a Youngstown sink and two wall cabinets.

Winners were selected by the nationally known Reuben H. Donnelly Corp., specialists in judging contests. Of the 154 gas companies participating in the contest, 65 had winners in their area, with 19 of these having more than one winner.

Gas companies with winners are listed below. Where more than one winner was selected from their area, the number is indicated.

The Brooklyn Union Gas Co., 2; Ohio Fuel Gas Co., 5; Washington Gas Light Co., 4; Washington Natural Gas Co.; Peoples Gas Light & Coke Co., 2; Equitable Gas Co., 3; Southern Counties Gas Company of California, 3; Southern Union Gas Co., 2; Cincinnati Gas & Electric Co., 2; Oklahoma Natural Gas Co., 4; Lone Star Gas Co., 2; Northern Illinois Gas Co., 3; Pacific Gas & Electric Co., 2; East Ohio Gas Co., 7; Binghamton Gas Works; Niagara Mohawk Power Corp.; Cumberland & Allegheny Gas Company.

Republic Gas Heat, Light & Power Co.; Mobile Gas Service Corp.; Elizabethtown Consolidated Gas Co.; Mountain Fuel Supply Co.; Central Hudson Gas & Electric Corp.; Central Illinois Electric & Gas Co., 3; New Orleans Public Service, Inc.; Laclede Gas Co., 3; The Gas Service Company of Wichita; The Gas Service Company of St. Joseph, 2; New Bedford Gas & Electric Co., 2; Gem Automatic Gas Co.; Gem Gas Sales & Service; Philadelphia Gas Works, 2; Milwaukee Gas Light Co.; Wisconsin Public Service Corp.; Jacksonville Gas Corp.; Scranton-Spring Brook Water Service Company.

Spokane Gas & Fuel Co.; Dept. of Public Utilities City of Richmond; San Diego Gas & Electric Co.; Illinois Power Co.; Worcester Gas Light Co.; Haverhill Gas Light Co.; Metropolitan Utilities District of Nebraska; Gas Company of Osceola, Nebraska; Aurora Utilities; Northwestern Public Service Co.; Department of Public Utilities, Colorado Springs; Pacific Gas & Electric Co.; Huntsville Gas System; Arkansas Western Gas Co.; Consumers Power Co.; Public Service Company of N. C., Inc.; Peoples Water & Gas Co.; Consolidated Gas Utilities Corp.; L.P. Gas Company of Loyall, Ky.; Baltimore Gas & Electric Co.; Houston Natural Gas Corp.; United Gas Corp.; Citizens Gas & Coke Utility Co.; Indiana Gas & Water Co. Inc.; The Wellington Gas Co.; Public Service Electric & Gas Company of N. J.; Chattanooga Gas Co.; United Gas Improvement Co.; United Natural Gas of Bradford; Iowa Illinois Gas & Electric Company.

Contest results please promotion men



Promotion men are more than pleased over the results of the Colgate-A. G. A. laundry contest. Left to right: Charlie Bennett, promotion coordinator, Lennen & Newell; Jack Sugden, AD brand manager, Colgate; Charles Bowen, promotion manager, A. G. A.; and Keith Dresser, national sales promotion manager, Colgate. Some contest results are: Bendix tripled sales over same period last year, Ruud is eager to tie in again next year, super markets in 48 states bought over a million lines of newspaper space to advertise the contest and gas appliances, and sales of AD reached an all-time high. Over 150 gas companies tied in, and Colgate spent over \$250,000 in TV advertising

Mid-Eastern public relations workshop held in Atlantic City

a PAR activity

Two important public relations subjects—the threat of public ownership of gas, and planning for major emergencies—were dissected at the first A. G. A. Mid-Eastern PR workshop in Atlantic City on June 11.

Chairman Harry A. Sharrett, The Baltimore Gas & Electric Co., told the 47 delegates that the meeting was part of a long-range workshop program initiated by American Gas Association in cooperation with regional gas groups and local gas men. Purpose of these meetings, he said, is to stimulate more effective local PR through exchange of information on successful practices.

Charles P. Crane, president, The Baltimore Gas & Electric Co., warned that certain elements in this country are embarked on a program of planned socialism that calls for division of the U. S. into seven great "river basin" areas without control from Congress. He urged the group to read up on the subject and join other elements of business in arresting the "destructive forces of state socialism."

"The electric ox," Mr. Crane said, "is not the only one that is going to be gored."

How the gas industry can fight the public ownership threat was discussed by Robert E. Ginna, president, Rochester Gas & Electric Corp. Mr. Ginna's remarks were presented by Linn B. Bowman, vice-president of gas operations.

"Public ownership is the biggest threat the gas industry faces today," Mr. Ginna said. "We must meet our responsibility to our customers and render them the finest service to which they are entitled. If we do this to the best of our ability, then we can expect their support."

Joseph H. Purdy, manager, customer relations, The Baltimore Gas & Electric Co., outlined PR aspects of his company's comprehensive plan to handle major emergencies, such



Dale Otto (left), president, New Jersey Gas Association and New Jersey Natural Gas Co., discusses Mid-Eastern PR Workshop program with speakers Charles P. Crane (center), president, The Baltimore Gas & Electric Co., and Linn B. Bowman, vice-president, Rochester Gas & Electric Corporation

as a gas outage. In gas as well as in electric emergencies, he advised three basic steps which his company learned in recent hurricanes:

(1) Give your people the full complete story as soon as possible.

(2) As soon as you can, make a definite commitment on the latest time service can be restored.

(3) Prepare in advance to take special care of hardship cases such as hospitals, children and elderly people.

The Baltimore plan provides for setting up management, publicity and information centers, and for emergency cooking, feeding and transportation arrangements.

Ray T. Ratliff, director, advertising and publicity, The Gas Service Co., Kansas City,

Mo., presented a case history of his company's experiences during a major gas outage in Topeka, Kansas.

An emergency offers the greatest opportunity for good or bad PR, he declared. The choice hinges largely on what every employee, from president to janitor, does before the emergency. He advised his audience to assign definite responsibility for disseminating information and to take all possible steps to keep the public informed on developments and what is being done about them.

Leon Zuckerman, PR director, New Jersey Natural Gas Co., was elected chairman of a second Mid-Eastern PR workshop to be held this fall. Alfred H. Doud, assistant director of PR, Rochester Gas & Electric Corp., was elected vice-chairman.

Construction under way on Topock to Los Angeles pipeline

CONSTRUCTION is under way in the Los Angeles basin on the initial phase of the recently approved \$33.5 million Topock to Los Angeles natural gas pipeline. Workmen from three pipeline construction firms began clearing rights of way and digging ditches

preparatory to laying the line from Alhambra to Newhall.

Spokesmen from the Southern California and Southern Counties Gas Companies, which are building the 30-inch line, said plans call for completion of the Alhambra to Newhall

phase by December 1.

This 49-mile section is part of a 285-mile pipeline project which will bring an additional 278.2 million cubic feet of gas a day into the area. California Public Utilities Commission approved the project May 23.

Dominion Natural offers two-year home study course to employees

DOMINION NATURAL GAS CO., Ltd., is offering its employees a comprehensive training course which was prepared by the Institute of Gas Technology in cooperation with the American Gas Association and the Canadian Gas Association.

A. M. Hove, chief engineer of the company,

will aid and supervise the 28 men enrolled in the two-year home study course. He will supplement the course with four seminars dealing with the company's methods, procedures, and various codes. Chemical, physical, and engineering fundamentals will be offered early in the course for those who have had no instruc-

tion in these subjects.

The course is keyed to gas company employees without college education who possess the ability and desire to progress in the industry. It is also for experienced personnel who are well acquainted with one phase of the business and want to learn other phases.

Chicago's new Lake Meadows development uses gas equipment

GAS APPLIANCES will be standard equipment in the attractive new housing development in Chicago's Lake Meadows area overlooking Lake Michigan. Many of the kitchens in the apartment buildings and duplexes will feature the latest Caloric built-in ranges.

The Lake Meadows area, once one of the city's worst slums, now boasts of five new 12-story buildings and a shopping center. Forty duplex apartments will be built between the higher buildings, allowing the area to achieve the effect of spaciousness.

Two additional glass-enclosed 21-story buildings and some smaller apartments will be under construction in August. The first of the completed buildings will be ready for occupancy in November. Each of the 21-story buildings will provide 640 apartments.

John Wood buys fluid heat division of Anchor Post Products

JOHN WOOD CO., manufacturer of water heaters, tanks, gasoline pumps, and metal dairy equipment has purchased the Fluid Heat Division of Anchor Post Products, Inc., Baltimore, Maryland. The transaction, involving more than a million dollars, covers the

machinery, equipment and inventory in Baltimore and plant and also the plant site and buildings, machinery and inventory at Red Oak, Iowa. The company plans to move machinery and equipment from Baltimore and integrate it within one of its plant locations

at Conshohocken, Penn., also maintaining the facilities at Red Oak, Iowa, to serve Western customers. By reason of this expansion, John Wood Company will soon be marketing a complete line of furnaces and conversion burners for both gas and oil.

Three regional NACE divisions schedule technical meetings

TECHNICAL MEETINGS have been scheduled for this fall by three of the regional divisions of the National Association of Corrosion Engineers. All sessions will be meetings of technical committees with presentation of formal technical papers. Meeting dates and programs planned are as follows.

October 15-17, Northeast Region, Drake

Hotel, Philadelphia, Pennsylvania. Symposia on protective coatings, metals and alloys, cements and plastics and the use of statistical methods will be held. Technical committee meetings will be held October 15.

October 23-26, South Central Region, Gunter Hotel, San Antonio, Texas. Symposia are planned on utilities industry, high tempera-

tures, transportation industry, cathodic protection, pipelines and oil and gas well equipment.

November 15-16, North Central Region, Hotel Statler, Detroit, Michigan. Symposia are scheduled to cover the automotive industry, construction industry, chemical industry and utilities and power industry.

Formal dedication marks opening of new Canadian Meter factory

A FORMAL dedication and open house in Milton, Ontario, Canada marked the official opening of Canadian Meter Company Ltd.'s new manufacturing facility. Designed to manufacture displacement gas meters and

other measurement and control equipment to serve Canadian requirements, the new factory is strategically located to permit fast delivery and easy service.

Officials of both Canadian Meter and its

parent company, American Meter, attended the open-house to be host to groups of representatives of many Canadian public utilities, as well as local and provincial governmental officials.

Name speakers for West Virginia gas measurement course

CAPTAIN C. V. HAWK, USN, director of U.S. Naval Boiler & Turbine Laboratory, Philadelphia Naval Base, will present the principal address at the Appalachian Gas Measurement Short Course scheduled for August 27-29 at West Virginia University, Morgantown, West Virginia. O. W. Van Petten, vice-president of the Columbian Carbon Co.,

will be the other featured speaker.

The course provides information on application, operation and repair of natural gas quantity measurement and pressure regulation equipment. Latest developments in this equipment will be exhibited by 45 leading gas equipment manufacturers. The instructors for the various classes and forums are tech-

nical experts from industry and universities.

Howard S. Bean, National Bureau of Standards, is the general chairman and H. B. McNichols, Columbia Gas System Service Corp., is program chairman. For the complete program and further information regarding registration, contact Professor R. E. Hanna of the University faculty at Morgantown.

Highlights of cases before Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate Cases

● **Gulf Interstate Gas Company:** The FPC authorized Gulf Interstate to construct 8,000 of additional horsepower in compressor capacity at four existing stations in Louisiana, Mississippi, Tennessee and Kentucky. The additional horsepower will increase each station's rating to 10,000 horsepower. The proposed facilities will enable Gulf Interstate to increase its designed capacity from 375 million cubic feet per day to 401 million cubic feet per day. Estimated cost of the project is \$2.1 million.

● **Piedmont Gas Company:** The company requested FPC authority to construct approximately 78 miles of pipeline extending from a connection with Transcontinental Gas Pipe Line Corporation to areas currently without any gas service or serviced with propane-air gas. The communities to be benefited with the introduction of natural gas are in Gaston, Lincoln, Catawba, Caldwell, and Burke Counties in North Carolina. Cost of project is \$2.7 million.

● **Natural Gas Pipeline Company of America:** The FPC has been asked to authorize

the construction by Natural Gas Pipeline of about 25 miles of pipeline, 5,280 horsepower in field compressor stations in the Quinduno Field, and various field lines and metering facilities. The facilities will enable Natural Gas to take approximately 20 million cubic feet of natural gas per day from the Quinduno Field in Roberts County, Texas. Total estimated cost of the project to Natural Gas Pipeline Company of America is \$3.3 million.

● **Texas Eastern Transmission Corporation and New York State Natural Gas Corporation:** These companies have received temporary authority from the FPC to construct and operate natural gas facilities in their jointly-owned Oakford storage field in Westmoreland County, Pennsylvania. The authorization permits the construction of an additional 6,000 horsepower compressor at the existing Jeanette station and the transfer from Jeanette station of a 350 horsepower unit to a new location, the South Oakford station; and the construction of four miles of pipeline and 24 measuring stations. The additional facilities will permit peak day withdrawals of 700 million cubic feet. Total cost of the project is \$1.9 million.

● **Texas Gas Transmission Corporation:** The company applied to the FPC for authority to construct 40 miles of pipeline and 12,320 additional compressor horsepower in existing stations. These facilities will enable Texas Gas to increase deliveries to existing customers by 25.6 million cubic feet per day. The customers to be benefited by the proposed facilities are Gas Utilities Co., Louisville Gas & Electric Co., Western Kentucky Gas Co., and West Tennessee Gas Company. Estimated cost of the project is \$6.2 million.

● **Trans-Carolina Pipeline Corporation:** The company has filed an application with the FPC seeking authority to construct 840 miles of pipeline to serve the coastal flatlands of the eastern Carolinas and a portion of the Piedmont extending roughly from Moore, South Carolina, to Monroe, North Carolina. Trans-Carolina states that Transcontinental Gas Pipe Line can make available to it up to 40 million cubic feet daily. The cost of the project is estimated at \$21.7 million.

● **Washington Gas Light Company:** The FPC received an application from the company requesting authority to construct 29

miles of pipeline in Virginia. The additional facilities would enable the company to increase its hourly capacity from 3.5 million cubic feet to 4.9 million cubic feet and would therefore provide a necessary additional supply of gas for the Virginia area and also support the District of Columbia and Maryland area during high demand periods. The estimated cost is \$3.4 million.

Rate Cases

● **Cities Service Gas Company:** The FPC approved a proposed settlement of the rate proceedings under which Cities Service would be granted an annual wholesale rate increase of about \$10.2 million in lieu of a total approximate increase of \$17.8 which was originally proposed by Cities Service in two earlier filings. The settlement rates are to be effective as of April 23, 1956 and the settlement calls for a refund by Cities Service of about \$6.3 million, plus six per cent interest, to about 50 wholesale customers.

● **Michigan Wisconsin Pipe Line Company:** A proposed \$4.1 million annual rate increase filed by Michigan Wisconsin has been suspended by the FPC. Michigan Wisconsin's proposed increase, which it had proposed to make effective June 15, would affect 16 wholesale customers in Michigan, Wisconsin, Iowa and Missouri.

● **United Gas Pipe Line Company:** The FPC received an application by United Gas seeking an increase of \$5.9 million or 7.1 per cent annual increase in wholesale natural gas rates. United Gas proposed to make effective its increase on June 16, and would affect about 50 of its wholesale customers in Alabama, Florida, Louisiana, Mississippi and Texas. The company said that higher rates are necessary because of the increased cost of rendering service, principally due to the higher cost of purchased gas.

The FPC released the following statistics relative to actions taken during the month of May regarding rate filings of independent producers of natural gas.

SUMMARY OF RATE FILINGS MAY 1956

	Number	Annual Amount
Tax rate increases allowed without suspension	12	\$ 20,153
Other rate increases allowed without suspension	26	136,311
Rate increases suspended	12	341,899
Total rate increases	50	498,363
Tax rate decreases allowed without suspension	4	22,326
Other rate decreases allowed without suspension	—	—
Total rate decreases	4	22,326
Total rate filings (all types)	340	
Total rate filings acted on from June 7, 1954, to June 1, 1956	15,129	
Rate increases disposed of after suspension (during May)	2	885,588
Amount allowed		885,476
Amount disallowed		112
Amount withdrawn		—
Rate increases suspended and pending as of June 1	206	\$17,852,713

A.G.A. announces new publications during June 1956

ACCOUNTING

• **Compendium Committee Report, 1956** by J. F. Daly (for utility accountants). This annotated bibliography of 1955 Accounting Section papers is available from A. G. A. Headquarters for \$2.

GENERAL MANAGEMENT

• **Materials Handling Item No. 37** (for purchasing agents and storekeepers). Sponsored by Purchasing and Stores Committee and available from the General Management Section free of charge.

OPERATING

• **Manual on Gas Dispatching** (for gas dispatchers, company management). Sponsored by the Gas Dispatching Committee of the Operating Section and available from A. G. A. Headquarters for \$50.

STATISTICS

• **Monthly Bulletin of Utility Gas Sales, May 1956** (for gas companies, financial houses). Sponsored by and available from Bureau of Statistics; free.
• **Quarterly Bulletin of Utility Gas Sales,**

First Quarter 1956 (for gas companies, financial houses). Sponsored by and available from Bureau of Statistics; free.

• **1956 Gas Facts, 1955 Data** (for gas companies, financial institutions, gas appliance manufacturers, steel companies, market researchers). Sponsored by and available from the Bureau of Statistics. Cost is \$2 per copy for first five copies, \$1.50 for each additional.
• **Historical Statistics of the Gas Industry** (for gas companies, financial institutions, gas appliance manufacturers, steel companies, market researchers). Available from the Bureau of Statistics at \$5 per copy.

Complete gas course

JOHN LEO HENNESSY, Minneapolis Gas Co., and Robert Patrick Lysaght of Boston Gas Co., have completed with distinction the work of Part I and Part II of the home study course on American Gas Practice conducted by Prof. Jerome J. Morgan under the auspices of the American Gas Association.

Papers available

COPIES of papers presented at the three recent conferences of the Operating Section have been made available for distribution. Those desiring papers, or check lists of the papers presented, may obtain them from the Operating Section at A. G. A. Headquarters.

IGU group meets

THE International Committee on Statistics of the International Gas Union held its third meeting in Cologne, May 7-8. The committee works in close cooperation with international governmental organizations, such as the Economic Commission for Europe and the Organization for European Economic Cooperation.

Editors take kitchen planning course



Editors are intent on their work at the short course in kitchen planning and layout in third dimension sponsored by the A. G. A. New Freedom Gas Kitchen and Laundry Bureau, at the Hotel Plaza in New York. Each of the 40 editors representing 22 magazines was given a "Kitchen Planner" kit designed by A. C. Johns of Tracy Kitchens, for personal use. All were highly enthusiastic. C. S. Stackpole, managing director of A. G. A., welcomed editors at the luncheon following the meeting.

Win safety awards



Kail Robinson

resuscitating a man from asphyxiation by the back pressure—arm lift method.

Kail W. Robinson received a McCarter medal and a McCarter Medal award for performing the resuscitation. Robert L. Britton, who assisted him in performing resuscitation, was the winner of a McCarter certificate of assistance. Clifford C. Hardman won a McCarter certificate of recognition for his general assistance at the scene of the incident.

AT A RECENT conference in Clarksburg, W. Va., three Hope Natural Gas Company employees were presented A. G. A. McCarter awards by E. Wayne Corrin, executive vice-president of the company. Each of the three men was also given a \$100 savings bond for his part in

Northern Illinois seeks additional gas

NORTHERN ILLINOIS Gas Company is continuing to do everything it can to solve its tight gas supply situation, but there is no early prospect of reducing appreciably the growing residential space heat waiting list. President Marvin Chandler told stockholders June 12 at the utility's annual meeting in Aurora, Illinois.

Referring to the anticipated 45 per cent increase in natural gas that will be available on a peak winter day from the Natural Gas Pipeline Company through its proposed connection with a Rocky Mountain supply line, Mr. Chandler said that completion by December 1957 is far from assured because of possible delays in obtaining the necessary approvals and in delivery of pipe.

Meanwhile, Northern Illinois Gas and its suppliers are continuing to seek additional means of storing gas in or near the company's territory.

Among the storage methods being investigated by the company is the possibility of other storage domes similar to Herscher but

on a smaller scale. One of the company's suppliers also is actively investigating the utilization of depleted or nearly depleted gas and oil fields in central and southern Illinois.

Mr. Chandler reviewed the company's current efforts to step up the supply of gas for use on cold winter days. "We now have over three and a half million gallons of propane in storage (the second largest in this respect among all gas utilities in the country) and are well along on geological and engineering studies for a much larger scale propane storage facility.

"This project will be a cavern which will have to be mined out of solid rock several hundred feet below the surface instead of the conventional high-pressure tank we now use for propane storage.

"The proposed cavern might hold as much as 10 million gallons of propane, equal to over 900 million cubic feet of gas . . . a supply less than our total requirement for only two days when the temperature is around zero."

Southern California wins award for fair employment practices

URBAN LEAGUE paid tribute to the Southern California Gas Company for its efforts in bettering race relations through employment practices at the league's ninth annual award ceremonies held recently in Los Angeles.

Actual presentation of the coveted Eugene

Kinkle Jones roving trophy was made by celebrated motion picture actress Barbara Stanwyck in one of her rare public appearances to W. R. Davis, gas company vice-president.

Urban League Executive Director Wesley Brazier, in explaining the award, said that the

utility was honored for its contribution to good race relations through its consistent, unbiased merit employment program.

The E. K. Jones trophy was one of four awards presented to Southern California industries and organizations before some 1200 people attending the Urban League event.

Form NACE group for liaison among corrosion committees

LIAISON among local electrolysis or corrosion committees concerned with problems involved in cathodic protection of underground plant in congested areas is an objective of a new group committee of the National Association of Corrosion Engineers. The group, designed T-7—Corrosion Coordinating Committee, is headed by J. M. Fouts, New

York Telephone Co., Buffalo, N. Y., and C. A. Erickson Jr., The People's Natural Gas Co., Pittsburgh, respectively chairman and vice-chairman.

Six unit committees will be formed by NACE corresponding geographically to the association's existing six regions. Task groups at the local level will consist of coordinating

committees already formed and to be formed. Autonomous functioning of local electrolysis committees is contemplated, the function of T-7 being to provide liaison.

Long-range objectives include standardization of bylaws and preparation of a directory of persons who are doing electrolysis control work.

Penn controls forms range and appliance controls division

PENN CONTROLS, Inc., Goshen, Ind., has announced the formation of a range and appliance control division to meet the growing control needs of the range and appliance industries. Division manager is Francis X. Fessler, formerly manager of Penn's Dayton, Ohio, district sales office.

Assisting Mr. Fessler is R. L. Place, who has been in charge of the company's gas oven thermostat sales. He formerly was Penn's American Gas Association Laboratories representative in Cleveland, and joined the control firm after seven years with Norge division of Borg-Warner.

Several new range and appliance controls are currently under development in Penn's new engineering and research center in Goshen. Soon to be released for production is a gas range top burner thermostat which automatically maintains within a cooking vessel any temperature selected on a dial.

Reduce manual cost

A LIMITED SUPPLY of the *Gas Appliance Service Water Heater Manual* is now available from the American Gas Association at a reduced price. The 248-page service manual gives information on the selection and installation of gas water heaters of particular value to plumbers and other retailers of water heaters. It was published in 1953 by A. G. A. Prices are: 1-9 copies, \$1.50 each; 10-99 copies, \$1.25 each; and over 100 copies, \$1.00 each.

John Wood—not Ruud

AN ITEM in the May issue of the A. G. A. MONTHLY, page 46, erroneously attributed the booklet *The House Without a Heart* to the Ruud Manufacturing Company.

The booklet was actually produced by the John Wood Co., and is that company's most successful promotion booklet. It explains the importance of a system providing sufficient quantities of hot water, and gives details on the correct size water heater necessary to fill the individual need.

Print gas story

A FULL-PAGE illustrated feature entitled "The Natural Gas Story" covered the first page of the feature section of *The Shreveport Times* on Sunday, May 20. The feature tells the history of natural gas in the area, the history of the Arkansas Louisiana Gas Co., and the methods by which gas is processed. It concludes by mentioning the celebration planned for May 24, to commemorate the beginning of natural gas service to Shreveport 50 years ago.

Manufacturers announce new products and promotions

PRODUCTS

● Florence Stove Company announces the addition to its 1956 line of three new 36-inch matchless ranges in the popular price class. Both the starting model, No. 62126, and the CP model, No. 64128, are equipped with two 12,000 Btu and two 9,000 Btu burners. The top model, No. 64178, has a thermostatically controlled burner.

● A new automatic gas water heater, designed specifically for heavy-duty commercial and industrial installations, is now being made by Ruud Manufacturing Company. This new Sanimaster is available in two models—one for city gas and one for LP-Gas. The former has a 200,000 Btu input for a recovery rating of 168 gallons of water raised 100 degrees; the latter a 170,000 Btu input, 143-gallon recovery. Both are A. G. A.-approved.

● A new series of gas-fired counterflow winter air conditioners is being marketed by Airtemp division, Chrysler Corporation. The series includes three gas-fired models in 65,000, 80,000 and 100,000 Btu output sizes.

All models occupy a minimum of floor space, are enclosed in durable Bonderized steel cabinets and finished in baked enamel. Standard units have thermostat, front fuel outlet, combination blower and limit control, glass fiber insulation, built-in filter rack, and centrifugal-type blower. They are warranted for ten years.

● A completely new glass-reinforced dip tube that is not affected in any way by water temperatures in automatic water heaters has been developed by A. O. Smith. It is being used in all Permaglas gas water heaters. According to the company, exhaustive tests at temperatures up to 350 degrees show that the dip tube will not collapse, telescope, or become deformed. Also, the tube will not discolor or impart an odor or taste to the water.

● Robertshaw-Fulton announces a new popular priced Unitrol automatic control for gas water heaters, the first in this price range to have the 100 per cent shut-off safety feature. The magnet assembly, filter cartridge, and valve assembly are interchangeable with those of other Unitrol models, which helps manufacturers to reduce inventory and servicing.

PROMOTIONS

● A new three-dimensional display that moves by air from a home heater blower is now available from Magic Chef in a choice of five colors. The display, made in the shape of a home, moves around showing four major types of rooms that can be warmed simultaneously by circulating heat from a single home heater.

● Permaglas division of A. O. Smith has compiled a new bulletin, *Hot Water for Swimming Pools*, which defines the needs for maintaining adequately heated pool water. The bulletin offers data on the sizing and installation of water heating equipment for pools of various dimensions and capacities.

● Chrysler Corporation's Airtemp division is offering a series of illustrated winter air conditioner merchandisers. They contain feature descriptions and specifications on the major lines of modern heating units produced by Airtemp. There are ten merchandisers in the series, each covering a specific model group.

Ohio Fuel Gas Company cited by 'Public Relations News'

THE SUCCESSFUL efforts of Ohio Fuel Gas Company to highlight the contributions of natural gas to everyday living were cited recently in *Public Relations News*.

The publication is a well known weekly report circulated to thousands of executives in industry, government and education for news and comment on latest public relations developments.

In a front page story, editor and publisher

Denny Grisworld described how the company is using Jane Magruder, an attractive employee, "to talk to women in terms of one of their immediate interests—fashion." (An article on Miss Magruder's sales demonstrations appears on page 44 of the February A. G. A. MONTHLY—Ed.)

As related in *Public Relations News*, "Miss Magruder appears before women's groups and talks about the clothes she's wearing. Her au-

dience learns that her dress, handbag, hat and coat are made of fabrics derived from natural gas."

In the three years since the activity was started by Ohio Fuel's public relations department, "this fair spokesman for the gas industry has traveled more than 50,000 miles and has appeared before almost 300 service clubs, school and church groups," *Public Relations News* reported.

Servel plan presented

A SCHOOL SALES PLAN has been presented to utility companies by Servel, Inc. as a program to introduce future homemakers to the conveniences and advancements of gas refrigeration.

The plan covers all Servel gas refrigerators sold for use in home economics or other academic departments of educational institutions, including junior high schools, high schools, colleges and universities. The plan provides for factory cooperation with gas utilities in a two-step program:

1. The initial installation of gas refrigerators will be sold to the school at a special low price.

2. Every two years the refrigerator will be replaced with the latest current models at no additional cost to the school (unless larger or more deluxe models are selected).

Correction

IN REPORTING on the A. G. A. Industrial and Commercial Sales Conference, the MONTHLY said that Bradmar Sales Company had "developed" a gas incinerator to handle both wet and dry commercial wastes. Bradmar is a sales representative located at Ardmore, Pa.; the unit is manufactured by McNaulin, Inc., Milwaukee, Wisconsin.

Newspaper lauds home service advisor

HEADLINED "She Likes People!" in bold print, an article in the *Lansing State Journal* told of the important work being done by Frances Lough, senior home service advisor of Consumers Power Co., Lansing, Michigan.

The article was written by Virginia Baird, woman's editor of the newspaper, and later reprinted in the company's internal magazine. It told of Frances Lough's background—she started with Consumers' home service department in 1947—and of her role in helping homemakers in the area.

"It's important that the homemaker carefully read the book of instruction which comes with her new appliance. But the little book is not a panacea and the homemaker often needs help and interpretation," says Miss Lough. That's where Miss Lough comes into the picture.

She gives food demonstrations for groups, appliance demonstrations at local stores, and provides demonstrations, films, and equipment for local schools. Her specialties in food preparations to meet modern needs are quickie meals, broiler meals, and party snacks. All recipes she uses are carefully tested in the company's kitchens.



Frances Lough, senior home service advisor of Consumers Power Co., demonstrates new features of 1956 ranges in a Lansing department store. This photo appeared in "Lansing State Journal"

Southern Union's Allen D. Schrodt named director of A.G.A. PAR Program



Allen D. Schrodt

A L L E N D . SCHRODT, formerly sales coordinator, Southern Union Gas Company, Dallas, Tex., has been named director of the Promotion, Advertising and Research (PAR) Program of the American Gas Association, it has been announced by C. S. Stackpole, managing director of A. G. A. Mr. Schrodt will assume his new duties at A. G. A. Headquarters in New York City on July 10. He succeeds Otto E. Zwanzig, who resigned as director of PAR on February 15 to accept a position as general sales manager of the British Columbia Electric Co., Ltd., Vancouver.

The PAR program is financed by voluntary contributions from gas utility and pipeline companies. This year more than \$3 million has been pledged for promotion, advertising,

research and public information activities, carried on at a national level for the benefit of member companies and their gas customers.

Mr. Schrodt was born in Dallas, Texas, and attended public schools there. He received specialized training in finance through the American Institute of Banking. He was employed by the Grand Avenue State Bank and the Texas Bank and Trust Co., before joining the Southern Union Gas Company as a member of the land and lease department in November, 1942.

He was placed in charge of the measurement division of the firm's engineering department in 1945 and in 1946 was promoted to assistant purchasing agent. In 1948 he was named manager of Southern Union's land and lease department.

Mr. Schrodt was named sales coordinator and placed in charge of merchandise sales when that department was created in 1950. In this position he was responsible for the coordination of merchandise sales activities throughout the gas company's operating territories. His supervision included sales pro-

motion, sales training, home service, dealer relations, and the initiation and planning of special sales campaigns in a service area that includes 62 towns and cities in Texas, New Mexico, Arizona and Colorado. Southern Union's customer list exceeds 281,000.

He has been active in A. G. A. and Southern Gas Association affairs and has been a member of and past chairman of the Gas Refrigeration Committee of A. G. A.'s Residential Gas Section. Also, he is a member of the Residential Gas Sales Committee, which is responsible for planning of the themes, format and timing of A. G. A. residential sales activities. In SGA, Mr. Schrodt represented his company in the Sales Section and was a member of the SGA Sales Promotion Council.

Mr. Schrodt has been active in civic affairs in Dallas. He is a former member of the Dallas Sales Executive Club and the Dallas Athletic Club. He was a deacon of the Dallas First Baptist Church for more than a decade and at the time he was elected, he was the youngest man ever to hold that title of the church. He is married and has one daughter.

Personal and otherwise

Utility promotes five

THE PROMOTION of five officials of the Mississippi Valley Gas Company has been announced. Charles M. Broad has been promoted from general sales manager to vice-president in charge of sales; F. M. Featherstone Jr., from secretary-treasurer to vice-president and treasurer; J. H. Lambdin from general superintendent to vice-president and general operating superintendent; W. W. Pointer Jr., from assistant secretary to secretary and assistant treasurer; and J. E. Woolbridge from assistant treasurer to assistant secretary and assistant treasurer.

Honor G. R. McArthur

G. R. MCARTHUR, president of Northwestern Public Service Co., Huron, S. D., received an honorary doctor of laws degree at the recent commencement exercises of Huron College. Previously this year, Mr. McArthur was elected to honorary membership in Beta Gamma Sigma, national honorary fraternity in business administration at the University of South Dakota. Mr. McArthur joined Northwestern Public Service Company in 1930; he was elected vice-president in 1937 and president in 1955. He is a member of the American Gas Association.

Delaware Power & Light elects Plank president, general manager

HARVEY H. PLANK has been elected president and general manager of Delaware Power & Light Co., Wilmington, Del., to succeed Stuart Cooper who has been president of the company since 1943. Mr. Cooper will continue to serve as chairman of the board.

Mr. Plank was formerly vice-president and general manager of the utility. A graduate of

Clarkson College of Technology, Mr. Plank joined the company in 1943 as assistant to the general manager, and was subsequently elected vice-president, then vice-president and general manager. Prior to joining Delaware Power & Light he was associated for many years with the United Gas Improvement Company in Philadelphia.

At the recent board of directors meeting of the Delaware utility, the following appointments were made: R. B. Richardson, assistant vice-president; J. W. Mackie, comptroller; J. J. Perkner, assistant comptroller; and H. M. Barrett, purchasing agent.

Messrs. Plank, Cooper, and Richardson are members of the American Gas Association.

Manufacturer group appoints Stanley C. Gorman executive director

THE SOUTHERN CALIFORNIA Water Heater Manufacturers Association has announced the appointment of Stanley C. Gorman as executive director of the association. His headquarters are in Los Angeles.

Mr. Gorman has served as director of the water heater division, Gas Appliance Manufacturers Association, and as field representative of the American Gas Association. In his position with GAMA, Mr. Gorman di-

rected the "Court of Flame" campaign which emphasized the need for properly sized, top-quality domestic gas water heaters.

Mr. Gorman began his gas industry career with the Southern California Gas in 1935.

Lone Star places Darrow in charge of all distribution properties

JOE C. DARROW, a Lone Star Gas Company vice-president, has been placed in charge of the company's entire distribution properties. He was general manager of the Fort Worth division of distribution from 1951 to 1954, at which time he was elected vice-president in charge of the division.

Mr. Darrow, a graduate of the University of Texas, started with Lone Star in 1927. He

was successively a construction timekeeper, engineer and assistant construction foreman, home service engineer, local manager, district manager, and from 1946, superintendent of distribution operations for the Dallas division of distribution. He was transferred to Abilene in 1949 as superintendent of the west Texas distribution properties.

He is a member of the American Gas As-

sociation.

Succeeding Mr. Darrow as vice-president in charge of the Fort Worth division of distribution is A. P. Rowland, a 32-year employee with Lone Star. Last January Mr. Rowland was appointed assistant general manager of the Fort Worth division after serving 17 years as regional manager of the south Texas region of distribution.

Elect C. S. Stackpole to board of Operation Home Improvement

C. S. STACKPOLE, managing director of C. A. G. A., has been elected to the board of directors of Operation Home Improvement. Also elected to the board at the same time was J. R. Hartman, vice-president of the Cincinnati Gas and Electric Company. OHI is a group dedicated to encouraging homeowners to improve their homes, and to make it easier

for homeowners to buy materials and services that go into improvement.

Mr. Stackpole was chosen to represent gas interests in the industry-wide campaign. OHI Chairman Paul B. Shomaker called the election of Mr. Stackpole "particularly appropriate because of the widespread participation of the gas industry in OHI."

Latest plans of the group are to intensify efforts to unite all segments of the building materials, home equipment, and lending industries in furthering the campaign. In the next fiscal year, special emphasis will be placed on the implementation of the program in local communities. Over 1,000 cities and towns have such programs already.

Patterson advances to Southern Counties division sales manager

APPOINTMENT of Edward B. Patterson as Orange County division sales manager of Southern Counties Gas Co., and of Harold B. Kirk to succeed him as manager of the natural gas bureau—a sales activity of both Southern California and Southern Counties Gas Companies—has been announced. Mr. Patterson

replaces H. W. Anderson who has resigned.

After joining Southern Counties in 1937, Mr. Patterson served in various capacities in the utility's San Gabriel Valley division until 1951, when he was named sales supervisor of the gas company's harbor division, a post he

held until 1954.

Mr. Kirk joined Southern California Gas in 1938 as domestic salesman, becoming domestic sales supervisor of its northern division, headquartered in Glendale, in 1940. He was most recently domestic sales supervisor in the company's Hollywood district.

Superior Water, Light & Power names Nichols general manager

L. A. NICHOLS has been named vice-president and general manager of the Superior Water, Light & Power Co., Superior, Wisconsin.

A graduate of George Washington Uni-

versity, Mr. Nichols was employed by the Wisconsin Valley Electric Company and the Lake Superior District Power Company. He entered the service of Superior Water, Light & Power in 1935. He was appointed sales

manager in 1942, and was named vice-president in 1952.

Mr. Nichols is a member of many civic and trade associations, including the American Gas Association.

Northern Illinois Gas elects Crowley and Diekmann vice-presidents

NORTHERN ILLINOIS GAS CO., Aurora, Ill., announces the election of William J. Crowley as vice-president and comptroller, and Henry A. Diekmann as vice-president in charge of sales and advertising.

Mr. Crowley, a 30-year utility veteran, has been comptroller for the gas company since February, 1954. He began his utility career with the Public Service Company, where he held several executive positions, including

chief statistician and manager of rates and economic research. Prior to his election as comptroller for Northern Illinois, he was assistant to the executive vice-president of the Commonwealth Edison Company. He is a graduate of Northwestern University.

Mr. Diekmann has been employed by The Brooklyn Union Gas Company since his graduation from Stevens Institute of Technology in 1934. He had been manager of the new

business department of Brooklyn Union from 1952 until June 1956. He is a member of the American Gas Association.

In addition, Northern Illinois has announced that Howard E. Ford, general commercial manager, has been appointed assistant to the president, and will become a vice-president of NI-Gas Supply, Inc., the company's recently formed subsidiary. Mr. Ford is a veteran of 29 years utility service.

Allyn Taylor, former A.G.A. director, retires as UGI vice-president

ALLYN C. TAYLOR has retired as vice-president of The United Gas Improvement Company in charge of the Reading gas division. He has been succeeded by William S. Bunnell, operating manager of the Reading division.

Mr. Taylor has spent 50 years with UGI, since his graduation in 1906 from the Massachusetts Institute of Technology. He was elected president of Consumers Gas Company

in Reading in 1931, and became a vice-president of UGI in 1953 when Consumers Gas became the Reading gas division. Mr. Taylor has been active in the American Gas Association and the Pennsylvania Gas Association. He served for a number of years as a director of A. G. A. and on many of its committees, and is a past president and director of the state association.

Mr. Bunnell has been with UGI in Read-

ing since his graduation from MIT in 1926, and has been the company's operating manager since 1937. He is a member of the national and state gas associations and presently on the A. G. A. technical advisory group for heating and air conditioning.

Announced at the same time was the advancement of Robert D. Jones to the position of operating manager in Reading, where he has been assistant operating manager.

Ohio Fuel Gas names Paul Rogers vice-president and chief engineer

PAUL W. ROGERS has been elected vice president and chief engineer of the Ohio Fuel Gas Co., Columbus, Ohio. He has been an assistant vice-president and chief engineer. Mr. Rogers has been associated with Ohio Fuel for 22 years. He started to work in the

gas measurement department. Two years later he was transferred to the pipelines department as an engineer. In 1946 he was assigned to motor transport and was named superintendent in 1947. He also had charge of the Mt. Vernon shops and warehouses and supervised

welding instructions. Mr. Rogers was named assistant chief engineer in 1952 and was promoted to chief engineer in 1953. He was elected an assistant vice-president in 1954.

He is a member of the American Gas Association.

Heinlein retires

FRED HEINLEIN, manager of the transportation department of The Cincinnati (Ohio) Gas & Electric Co., retired last month after 43 years of service to the company. Mr. Heinlein's various activities include membership in the American Gas Association and service on a number of its committees, and charter membership in the Cincinnati section of the Society of Automotive Engineers.

Name two officers

RICHARD W. SAMPSON was named assistant vice-president and Einar G. Martinsen became secretary, controller and assistant treasurer, of Michigan Gas and Electric Co., Three Rivers, Michigan. Mr. Sampson was formerly operating superintendent and Mr. Martinsen was formerly assistant secretary and assistant treasurer. J. P. Sherwood, secretary and treasurer since 1950, has resigned.

Promote Nast

GEORGE F. NAST has been promoted to assistant manager of the publicity and advertising department of The Brooklyn (N.Y.) Union Gas Company. He was formerly advertising supervisor. Mr. Nast joined the utility in 1930 as a display assistant, later becoming sales clerk, district salesman, supervisor of the kitchen planning service, supervisor of display studio, advertising supervisor.

Elect Wiseley chairman of NAPA public utility buyers' group

L G. WISELEY, superintendent of purchases and supplies, Michigan Consolidated Gas Co., Detroit, Mich., was elected chairman of the Public Utility Buyers' Group, National Association of Purchasing Agents, at the national convention held in Cleveland during

the week of May 21. Other officers elected were Harold T. Belcher, Consumers Power Company, Jackson, Mich., first vice-chairman; R. H. Sperrang, Union Electric Company of Missouri, St. Louis, Mo., vice-chairman; J. J. Morse, New Orleans Public Service, Inc.,

New Orleans, La., vice-chairman; and J. B. Homsher, Gilbert Associates, Inc., Reading, Pa., secretary-treasurer. The Public Utility Buyers' Group—the largest single group within the National Association of Purchasing Agents—represents over 30 utility companies.

Southern Counties elects James A. Millen to board of directors

JAMES A. MILLEN has been elected to the board of directors of Southern Counties Gas Co., Los Angeles, California. Mr. Millen, a vice-president of the gas company, heads its transmission and supply system, including the California portion of the Texas-California

"Biggest Inch" pipeline. He also represents the company in gas purchase and other supply matters. He was named vice-president in 1954. A graduate of the University of California, Mr. Millen has been in the natural gas business in this area since 1935. He joined South-

ern Counties in 1947 and, at that time was named to head the newly formed Texas-California pipeline division. He was promoted to manager of transmission and supply in 1952. He is a member of the American Gas Association.

Name Frost manager of new business department at Brooklyn Union

JOHAN B. FROST has been promoted to manager of the new business department at The Brooklyn (N. Y.) Gas Co., succeeding Henry A. Diekmann, who joined Northern Illinois Gas Company as vice-president in charge of Advertising. Mr. Frost started with

Brooklyn Union in 1935 as a cadet engineer, serving successively as engineer, industrial sales engineer, assistant industrial sales manager, industrial sales manager, retail sales supervisor, and assistant manager of new business. He is a graduate of the Polytechnic

Institute of Brooklyn. Frank R. Barnitz, who started with Brooklyn Union as district sales representative in 1931, has been promoted to assistant manager of the new business department. Mr. Frost and Mr. Barnitz are members of the American Gas Association.

Receive honorary degree

THE HONORARY DEGREE of doctor of engineering has been awarded to Walter C. Beckjord, president, The Cincinnati Gas & Electric Co., by the University of Cincinnati. Dr. Walter C. Langsam, university president, made the presentation in a ceremony to commemorate the 50th anniversary of cooperative education. In 1952, Mr. Beckjord received the honorary degree of doctor of laws from Miami University, Oxford, Ohio. He was graduated from the University of Minnesota in 1909, and was honored by that university in 1950 with an outstanding achievement award.

Hanley appointed

CHARLES E. HANLEY has been appointed Pittsburgh district representative of the heater and tank division of the John Wood Company. Mr. Hanley is well known in the gas appliance and gas utility industry in western Pennsylvania, having spent 19 years with a Pittsburgh advertising agency specializing in the gas industry. Prior to joining John Wood, he served for three years as dealer promotion manager with Columbia Gas System—Pittsburgh group companies, where he headed a group contacting manufacturers, wholesale distributors, and plumber dealers handling domestic gas appliances.

Name Gallagher, Hadden

BERNARD E. GALLAGHER and Gerald R. Hadden have been elected assistant vice-presidents of the Consolidated Edison Company of New York. Mr. Gallagher has been assistant to the president of Con Edison since 1954. He has specialized in industrial relations throughout most of his company career and will continue to have responsibilities in this field. Mr. Hadden has been assistant manager of the company's station construction and shops department. He will now be assistant vice-president of Con Edison's operations in Westchester County. Mr. Hadden is a member of the American Gas Association.

Names in the news—a roundup of promotions and appointments

UTILITIES

Public Service Electric and Gas Company of New Jersey announces four promotions in its general office. Jean H. Miller, who has worked for the company for 30 years, has been promoted from plant design engineer to distribution design engineer. Frederick Ullrich, a 34-year man at Public Service, has been promoted from statistical engineer to plant design engineer. Freeman A. Lohr, who joined the company in 1948, has been promoted from engineer at Harrison Gas Works to statistical engineer in the general office. Charles W. Beggs, a Public Service employee since 1925, has been promoted from project engineer to senior engineer.

Marion Y. Hibler, service and installation superintendent for Southern Union Gas Company at Austin since 1954, has been promoted to general superintendent of the Galveston distribution system. Succeeding him at Austin is O. L. Slaughter Jr., who has been primarily engaged in helping train personnel in the servicing and installation of gas appliances. Darrell R. Davison has been appointed sales manager for the northwest New Mexico district. Prior to his employment by Southern Union he operated a

retail appliance store and, more recently, served as district manager for Servel.

Lestor Simon has joined W. C. Gilman & Co., consulting engineers, as a senior engineer. Mr. Simon, formerly with Commonwealth Services, Inc., has been in the consulting field for the past nine years.

MANUFACTURERS

American Meter Company has appointed Richard E. Martin to the position of sales engineer for the Pittsburgh sales district, with headquarters at Lexington, Kentucky.

Robert J. Pierson Jr. is the new national advertising and sales promotion manager of the plumbing and heating and container divisions of Rheem Manufacturing Company. He replaces B. Edward Soby, who has resigned to start his own business. Rheem also announces that D. W. Proulx is the new national product manager for water heaters.

Martin V. Wolf, former territory manager for Indiana, has assumed the newly created position of manager of contract sales for the built-in equipment division at Tappan Stove Company.

K. M. Thompson is now manager of the metropolitan New York branch sales office

of Ruud Manufacturing Company. He joined Ruud in 1948, after eight years with Phillips Petroleum Company.

International Business Machines announces the appointment of William R. Bradshaw as special representative in the public utilities department in Chicago. He will assist in the coordination of sales activities and planning of applications of IBM equipment to meet the needs of utilities. He will also conduct classes for customer personnel. Mr. Bradshaw joined IBM in 1953 as a technical specialist, subsequently serving as field technical representative and manager of technical services.

PIPELINES

R. C. Frederick, vice-president of gas sales and purchases at Pacific Northwest Pipeline Corp., resigned June 1. Mr. Frederick, a veteran of 28 years' service with Gulf Oil Corporation, plans to return to that corporation. He joined Pacific last year.

New assistant superintendent of dispatching for Texas Gas Transmission Corporation is James E. Grubbs. He has been division superintendent at Guthrie, La., and Memphis since 1951.

De Coriolis and Harsch win Trinks industrial heating award

TWO OF THE WINNERS of the Trinks industrial heating award, highest honor in the industrial heating industry, are Ernest G. de Coriolis, for 30 years the director of research and development of Surface Combustion Corp., Toledo, and John W. Harsch, director of engineering, Leeds & Northrup Co., Philadelphia. Both men are eminent in the field of gas research and furnace development.

Mr. de Coriolis holds 17 patents in the field of industrial heating. His research has led to the successful solution of many gas chemistry and heat transfer problems in industrial furnace design and application. His work has contributed to development of atmosphere gas generators, dew point indicators and controllers, and has given rise to extremely high-speed convection-type furnaces.

Mr. Harsch holds 13 patents, including that for the Homo Method of forced-convection heating and for his work in gas potentials. His achievements have contributed to industry's ability to produce parts of high uniformity, low cost, and of whatever quality is desired. His work has led to modern practices in carburizing, dry cyaniding, nitriding, steam treatment, and the use of inert gases.

Natural Gas Pipeline elects D. A. Hardesty assistant vice-president

D. A. HARDESTY has been elected assistant vice-president of the Natural Gas Pipeline Company of America and its affiliate, Texas Illinois Natural Gas Pipeline Company. He heads employee and public relations ac-

tivities for the organization, which transports natural gas from the southwest to market areas in and around Chicago. A 21-year veteran in the transmission industry, Mr. Hardesty is vice-chairman of the Employee Rela-

tions Section of the Southern Gas Association and vice-chairman of the Employee Relations Committee of the Independent Natural Gas Association of America. He is a member of the American Gas Association.

Braaten to head Connecticut Society of Professional Engineers

THEODORE BRAATEN, general manager of the City of Norwich Department of Public Utilities, has been elected president of the Connecticut Society of Professional Engineers for the year 1956-57. Mr. Braaten went

to Norwich in 1946 from the Boston Edison Company where he was assistant head of the station electrical design division. He was with the Westinghouse Electric Corporation for 12 years as switchboard engineer at east

Pittsburgh and central station engineer in the Boston office. During World War II he served in the European Theater as a member of "Cisler's Circus," a group of utility specialists who directed restoration of utilities.

Elect Daly executive vice-president of Michigan Consolidated

HUGH C. DALY has been elected executive vice-president of Michigan Consolidated Gas Co., Detroit. Mr. Daly joined Michigan Consolidated and its affiliated companies as

an assistant secretary in 1950. He was named a vice-president of American Natural Gas Service Company in 1952, and a vice-president and director of Michigan Consolidated in

1953. A former newspaper man, Mr. Daly was in charge of the Washington bureau of the *Detroit Times* before joining the gas company. He is a member of A. G. A.

Nicholls retires from Southern Union Gas, Holland succeeds in post

PAUL E. NICHOLLS, district manager of Southern Union Gas Company's distribution system in Galveston, Texas, retired on June 1 and was succeeded by Samuel M. Holland, general superintendent for Southern

Union in Galveston. Mr. Nicholls has served nearly half a century in the gas distribution business in Galveston. Mr. Holland has served 27 years in Galveston's gas distribution business, joining the gas company there in 1929

when he was employed to assist in the change-over from the use of manufactured gas to natural gas. In 1946, Holland was named general superintendent of the properties, and has acted in that capacity since that time.

H. W. Geyer becomes consulting engineer and manufacturers' agent

H. W. GEYER has announced his new activity as consulting engineer in gas utilization and manufacturers' agent. He will represent manufacturers serving the utility and related industries. Mr. Geyer, a graduate of the

Massachusetts Institute of Technology, has been an industrial fuel engineer in Philadelphia, gas utilization engineer at Southern Counties Gas Co., and most recently director of the West Coast research laboratory at

Robertshaw-Fulton Controls Company. He was chairman of the 1956 West Coast Research and Utilization Conference of the American Gas Association and Pacific Coast Gas Association. He is a member of A. G. A.

Tampa Gas names Owen general manager, Watkins district manager

JOHN W. OWEN has been promoted from director of operations and sales to general manager of The Tampa (Fla.) Gas Co., West Coast division. Tampa Gas is a subsidiary of Peoples Water and Gas Co., North Miami,

Florida. Mr. Owen succeeds Alvan H. Stack, who has been named administrative consultant. Both men are members of the American Gas Association. In addition, T. J. Watkins

has been named district manager of the North Miami office, East Coast division, replacing Sam H. Ewing, who has been promoted to director of public relations of the Peoples Water and Gas system.

McGraw director

ELECTION of E. Clyde McGraw, executive vice-president of Transcontinental Gas Pipe Line Corp., as a director of the company has been announced. Mr. McGraw has been associated with the company since it began operations six years ago, serving initially as operating vice-president. He was formerly with Stone & Webster Service Corporation. Mr. McGraw is a director of the Southern Gas Association and a member of the American Gas Association.

Name Oslin, Dunleavy

W. GLENN OSLIN has been appointed vice-president and general sales manager for the heater and tank division of John Wood Co., with headquarters in Conshohocken, Pennsylvania. Mr. Oslin will direct the sales, advertising, and promotion activities of the division. New district sales manager of this division is Jerry Dunleavy, who will cover Arkansas, Louisiana, Mississippi, and Texas, with headquarters in New Orleans. Mr. Dunleavy has been with John Wood for six years.

Crowley vice-president

JACK CROWLEY has been promoted to vice-president in charge of sales at The Greenwich Gas Co., Greenwich, Conn., after seven years as the firm's sales manager. Mr. Crowley was first associated with Greenwich Gas in 1938 and 1939 as a salesman. Later he was advertising manager of Maguire Industries, and in the sales promotion department of the Aerosol division of the Bridgeport Brass Company. He rejoined the Greenwich utility in 1949.

A. G. A. research

(Continued from page 23)

suspended matter in gas which is coordinated with the low pressure work. Pipeline work is considerably more complicated than the low pressure work, largely because of the difficulty in sampling under high pressure. However, overcoming these difficulties, a light scattering photometer has been developed by Arthur D. Little which has very definite promise and it will go into field trial shortly.

The question of the advantages of interior coating of pipe has arisen from time to time and work at IGT has completed the initial phase of this project. The questions of corrosion prevention, attrition and reduction of pipe friction are all involved.

The important field phase of our work on brittle fracture was concluded in August with the intentional destruction of the fourth test specimen. These data will be coordinated with additional laboratory data to be obtained this year. This project work is aimed at the reduction of pipeline blow-outs—i.e., safety of operation.

Another interesting project is that of the spectrographic analysis of lubricating

oils as a means of determining wear in engines and compressors. Following the lead of the railroad industry, a sampling and analytical procedure was set up at IGT, and already two cases indicating that such analysis may be used to avoid emergency maintenance are on record.

As mentioned before, PAR research in the air conditioning field will conduct a smaller number of projects this year and our aim will be forecast more on developmental work than on exploratory research. In 1955 one approach—azeotropes—was examined and dropped. On the other hand, our work on the so-called free piston engine compressor shows promise, and this work has been accelerated. I am speaking of a unit about 14 x 6 x 6 that will develop in excess of 3 HP!

Work on absorption surveys is nearing completion and an evaluation of the gas heat pump was initiated in parallel at Southern Research Institute and at Arthur D. Little. I don't believe we should be panicked by the heat pump but neither should we just wait; thus we initiated these two projects in parallel with the idea of getting a good basis for developing an experimental program at an early date.

The Philips engine continues to be of

abiding interest to the Task Group for Air Conditioning, but our negotiations with Philips have not been as yet fruitful. It is quite possible that our proposed developmental program will be turned down by Philips in favor of some larger organization.

Perhaps the most interesting of our projects was the agreement with a Swiss corporation to develop a prototype unit of an all-year air conditioner in 1956. This equipment will combine several well known but insufficient processes in a unique manner that has great promise.

In 1956 the emphasis will be continued on improvement in equipment processes and techniques. An ambitious program has been selected and is underway.

May I again ask for your aid. While I believe an outstanding job of project selection has been done, please keep the research suggestions coming in. Whatever suggestions you have please let us know of them so they can be considered with others. Already we are beginning to think of the 1957 program. Project suggestions, for fullest consideration, should be received not later than July. So why not write your ideas down and send them in. It is your program, and only with your cooperation can it be made responsive to your needs.

Air conditioning

(Continued from page 11)

perature (unless outside air temperatures fall below 55 degrees). Hot water reheat coils behind each supply grill afford modulated temperature control of each room.

The company's air conditioning engi-

neers are convinced that the two systems used in these buildings are ideally suited to the requirements of the jobs. The large Carrier absorption units installed in the new six-story building, in addition to achieving significant economies at the time of construction through lower weight and lack of vibration, have proven economical and responsive to

changing demands in operation.

The 25-ton Servel water-chillers being used in the modernization of the older 13-story structure offer similar installation and operational advantages. Also, by permitting the spreading of costs over any fiscally desirable period, they have proven particularly well suited to the remodeling of an older building.

Detroit hails

(Continued from page 39)

papers and were carried by the wire services. Mrs. Dreger was asked to be a guest on a dozen radio and TV shows. For three days Mrs. Michigan appeared at the Hall of Flame where she chatted with hundreds of housewives about gas and homemaking.

At the conclusion of the Builders Show, a committee awarded the gas

company a special plaque for the excellence of the coordinated display.

A few days later, the company participated in the grand opening of Golf View Manor, a suburban residential development in one of the area's most scenic locations. Built adjacent to a country club and Detroit's most beautiful parkway, the 400 brick homes feature the latest in automatic gas equipment.

Sullivan-Smith, Inc., builders, reported 10,000 persons poured through

the three model homes in the first weekend. Police helped direct the crowd.

To call attention to the all-gas homes, Michigan Consolidated Gas erected directional signs and prepared descriptive brochures.

For each of the three promotions, the company released a steady stream of advertising and news material to newspapers throughout the area as well as on its sponsored radio newscasts and television weather and cooking shows.

39th convention

(Continued from page 5)

World" will be described by Herman W. Steinkraus, president, Bridgeport

Brass Co., and past president, Chamber of Commerce of the United States.

An address, "Unity in the Natural Gas Industry," by J. J. Hedrick, president, Natural Gas Pipeline Company of

America, and president-elect of the Independent Natural Gas Association of America, will open the third General Session. From his personal knowledge of problems of the producing, transmission

and distribution segments of the industry, Mr. Hedrick believes that with diligent effort unity in the industry can be achieved. His talk will present his ideas on how such unity can be accomplished.

Judson S. Sayre, president, Norge Division, Borg-Warner Corp., Chicago, will talk on selling and salesmanship. A dynamic and colorful executive, Mr. Sayre has attained an international reputation as a salesman and an organizer of commercial processes from design to distribution.

The final speaker on Wednesday will be Martin R. Gainsbrugh, chief economist, National Industrial Conference Board. He will discuss the current business outlook. As one of the nation's largest industries, and an industry that must depend on up-to-date and reliable information as a guide to its financing programs, the gas industry should be vitally interested in the forecasting by a qualified authority like Dr. Gainsbrugh. He has his finger on the pulse of all current economic trends.

Tuesday is Home Service Day at the convention. "Business for Breakfast" will be introduced by Mrs. Eleanor V. Wiese, Public Service Electric and Gas Co., chairman of the A. G. A. Home Service Committee. The Home Service Breakfast will be held in the American Room at the Hotel Traymore, at 8 a.m. Tuesday, October 16. The Home Service Round Table meeting will be held in the St. Dennis Room at the Hotel Dennis on Tuesday afternoon. Both home service meetings are open to all convention delegates.

Plans of the Entertainment Committee include the President's reception, entertainment and dance Monday evening; luncheon—style show for the ladies Tuesday afternoon, and a program of excellent entertainment on Tuesday evening.

Hugh L. Wathen, South Jersey Gas Co., is chairman of the Convention Entertainment Committee. He is assisted by Homer H. Berry, Philadelphia Electric Co.; Alfred H. Doud, Rochester Gas and Electric Co.; M. J. Harper, Rockwell Manufacturing Co.; Daniel E. Maloney, The East Ohio Gas Co.; Ernest M. Miller, Philadelphia Gas Works Division, UGI; William H. Otto, Laclede Gas Co.; L. R. Quad, Public Service Electric and Gas Co.; Howard T. Scranton, Transcontinental Gas Pipe Line Corp.; E. Carl Sorby, Geo. D. Roper Corp.; and W. D. Williams, New Jer-

sey Natural Gas Company.

The Accounting Section's session will be held at the Chalfonte-Haddon Hall. R. H. Johnson, The Brooklyn Union Gas Co., coordinator of the General Activities Group, will preside at a meeting in the Vernon Room of Haddon Hall on Monday afternoon.

The Section will sponsor a luncheon and afternoon session in the Vernon Room of the same hotel on Tuesday, October 16, with E. M. Alt, coordinator of the Customer Activities Group, presiding. Plans include presentation of the Order of Accounting Merit Awards, papers on electronic accounting, utilizing tax departments, responsibility accounting, review of company policies, and practices affecting customer relations.

Also on Tuesday, E. R. Eberle, Public Service Electric and Gas Co., chairman of the Accounting Section, will present the Chairman's Report. Following this will be election of officers. The program also includes a paper on employee relations by James W. Carpenter, Long Island Lighting Co., and a panel discussion on credit as it affects the utility industry today.

The General Management Section annual meeting will be held in the Shelburne Hotel, at 12:30 p.m. Tuesday, October 16. A prominent authority on labor relations has been invited to address this luncheon meeting. The talk is scheduled to cover the subject of management default in union contract negotiations. After introduction of the different committee chairmen by John H. Carson, The East Ohio Gas Co., chairman of the Section, delegates will hear the report of the nominating committee and will vote for chairman and vice-chairman for the coming year.

Slate joint lunch

The program of the Industrial and Commercial Gas Section begins with a joint luncheon with the Residential Gas Section in the American Room of the Hotel Traymore at 12:30 p.m. Tuesday, continuing a custom of several years. An industry leader will bring an aggressive sales theme to delegates.

The Section's annual meeting will be held in the Rose Room of the Traymore after the luncheon, at 2:30 p.m. Industrial and commercial sales techniques will be the topic of a major speech. New developments in commercial equipment and ideas for staying in the forefront of

volume food service competition also will be discussed. New product developments and industrial marketing ideas will be presented to delegates. The report of the chairman and the nominating committee, and election of officers will take place Tuesday p.m.

The Operating Section will hold two afternoon sessions at the Claridge Hotel, which will serve as headquarters for operating personnel. Part of the program will include the election of officers; presentation of the Section's Award of Merit; and a progress report on work of the special committee on standardization of meter purchase specifications. Discussions on operating activities of managerial interest will be held.

Tentatively scheduled is a motion picture presentation on bringing wild wells under control, which was an outstanding feature at the Section's recent Transmission Conference. Other papers will cover gas dispatching, underground storage, telemetering and remote control.

The Residential Gas Section will hold its annual meeting in the American Room of the Hotel Traymore at 2:00 p.m. Monday. B. H. Wittmann, Peoples Gas Light and Coke Co., Chicago, Section chairman, will preside. The program will feature qualified speakers who will discuss important subjects in the field of residential gas sales.

A home service representative will give a dramatic presentation of the new, revolutionary automatic top burner control, as a part of an exhibit of all gas ranges featuring the automatic top burner control. An inspirational speaker in the field of sales and sales promotion will conclude the Monday session. A joint luncheon with the Industrial and Commercial Gas section will be held Tuesday noon.

All signs indicate a big attendance at the 1956 Convention. Advance reservations are heavy, and while adequate accommodations will be available, first choice of hotels now may not be possible for all delegates. Reservation requests should be sent to the A. G. A. Housing Bureau, 16 Central Pier, Atlantic City, N. J., listing a choice of three hotels. Registration fee is \$20 per person with no charge for ladies who are not company member employees. Registration can be made on Sunday afternoon and during the other days at the Auditorium and at the Traymore and Haddon Hall Hotels.

Accounting

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available for simplifying the mechanics when the volume involved will not justify punch cards. These should be investigated.

On the other hand, where justified by sufficient volume, punch-card systems are highly desirable. Their chief advantages are speed—getting answers quickly—and flexibility, permitting analysis of data in many ways.

Some means of measuring performance should eventually be developed to gain the full benefit of this management cost control tool.

There are several measurement techniques. The one that seems to get the most publicity is budgetary control—a comparison of actual results with budgeted forecasts. If this method is used, follow these basic fundamentals.

First, budgets must be developed in the same detail in which responsibility accounts have been established. Second, they should be developed or at least finally approved by the person ultimately responsible for staying within that budget. You cannot expect a person to assume the same degree of interest and enthusiasm for a budget established by someone else as for one established by himself.

Third, when budgets are used, it is de-

sirable that they be applied eventually to all company activities. If not, you might find an inclination on the part of operators to overcharge non-budgeted accounts and to go easy on budgeted accounts.

Another method of measurement is relating actual costs to units of work performed. That means selecting for each activity or function, established as a control center, an operating unit which is used to measure the quantity of production effort.

This is difficult and somewhat arbitrary for some activities but is self-evident for others. For example, in meter reading or meter repairing the measurement unit would be the number of meters. Relating units to actual cost would show the cost of reading or repairing, say, 100 meters. Comparison of this unit cost with prior periods indicates the cost trend.

In industries like utilities where some activities are carried out in different locations, it is possible to compare performance between locations and thus determine where inefficiency may exist. This latter technique requires actual costs only and avoids the problem of establishing and maintaining budgets.

Most of the literature that I have read on this subject, particularly papers of previous conferences, referred to budgetary control but there was little mention of relating actual costs to work per-

formed. The latter method can be just as effective and involve less clerical effort.

Regardless of the method adopted, "performance accounting" will add to the effectiveness of every responsibility system. The principle that in order to control you must be able to measure is a good one, and should be applied where possible.

In conclusion, I would like to emphasize the following three fundamentals as being most important in the development and installation of a responsibility reporting system:

1. Sell management on the idea. Without top level backing and cooperation your work will not be fully effective.

2. Obtain the support of supervisors at all management levels. Give them an increased sense of responsibility, have them participate in the program, and make them feel that they are a member of the team.

3. Develop a training program in the use of the cost control tool being developed. If the final reports are not properly understood and utilized, the time, money, and effort expended will be a complete loss.

Remember always that a responsibility system is not another accounting method, is not a project of the treasurer's department, but is 100 per cent a management cost control device.

New appliances

(Continued from page 25)

Water heaters are expected to account for about 18 per cent of total new appliance consumption and 23 per cent of associated revenues during 1955-1959, partly because the trend now is toward larger capacity water heaters. The replacement of manual water heaters by automatics should alone increase gas sales by at least 85 therms per unit a year, the Bureau reports.

New gas ranges should account for about five per cent of the sales increase in gas to new appliances, and over ten per cent of the revenue increase.

Now that 1955 is a matter of record,

it is possible to measure its achievements against expectations. Two types of gas equipment actually topped potential: Sales of central heating equipment were 18 per cent better, and sales of clothes dryers were over 20 per cent better than expected.

Sales of space heaters barely exceeded expectations, while range sales were substantially less than forecasted. Sales of water heaters and floor and wall furnaces almost hit potential levels, coming within 3.5 per cent and 6.4 per cent, respectively.

Gas companies themselves expect to sell about 34.7 per cent more gas to residential customers in 1958 than they did in 1954, states the Bureau of Statistics in

a survey report entitled *Gas Requirements and Supplies of the Gas Utility and Pipeline Industry*. However, if potential sales of appliances are realized, that level of sales might be achieved by 1957, and by 1958 residential sales could total 29 billion therms, an increase of nine billion therms over 1954.

The data in this article have been taken from the latest release by the Bureau of Statistics, *How Much Gas Will New Appliances Use?* For more complete data, and a description of how these figures were arrived at, send for this free release.

Address your request to the Bureau of Statistics, American Gas Association, 420 Lexington Ave., New York.

Production conference

(Continued from page 37)

Long Island Lighting Co. and Duane V. Kniebes, Institute of Gas Technology, presided. The session covered discussions on instrumentation, analyses and tests.

E. R. Griggs, Public Service Electric Gas Co., presided over a Friday luncheon session devoted to low Btu gas. Prior to an open discussion of the subject, James W. Penny, Jr., Boston Gas Co., spoke on plant safety, and D. A. Dundore, Philadelphia Gas Works Division,

UGI, delivered a paper on training operators for peak shaving production.

E. D. Crouch, Long Island Lighting Co. and H. V. Precheur, Public Service Electric and Gas Co., presided over a Friday luncheon meeting on the use and handling of LP gases.

New A.G.A. members

Gas Companies

Haverhill Gas Co., Haverhill, Mass. (J. J. Fahey, Vice-Pres.)

Manufacturer Companies

Basford Manufacturing Co., San Francisco, Calif. (W. H. Mixer, Pres. & Gen. Mgr.)
Cobra Metal Hose Div., D. K. Manufacturing Co., Chicago, Ill. (Victor Sipovic, Plant Mgr.)
Mammoth Furnace Co., The, St. Paul, Minn. (Harold J. Collins, Pres.)
Marietta Metal Products Corp., Philadelphia, Pa. (John Hancock, Pres.)
Modine Manufacturing Co., Racine, Wisc. (J. R. Bishop, Regional Sales Mgr.)
Sandberg Manufacturing Co., Portland, Ore. (H. J. Sandberg, Pres.)

Individual Members

Robert K. Allwardt, Michigan Consolidated Gas Co., Grand Rapids, Mich.
William Androsko, New York State Electric & Gas Corp., Ithaca, N. Y.

Raymond C. Baird, Santa Monica, Calif.
George A. Bannantine, Imperial Oil, Ltd., London, Ont., Can.
Francis V. Barnett, United Gas Pipe Line Co., Shreveport, La.
David M. Barrett, Lowell Gas Co., Lowell, Mass.

Peter Barry, Rochester Gas & Electric Corp., Rochester, N. Y.
William H. Baugh Jr., Michigan Wisconsin Pipe Line Co., Detroit, Mich.
Gifford R. Beal Jr., Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.
Hilding V. Beck, American Meter Co., Philadelphia, Pa.

A. L. Benjamin, The Cincinnati Gas & Electric Co., Cincinnati, Ohio
John E. Bixby, Texas Eastern Transmission Corp., Shreveport, La.

George E. Bolger, Michigan Wisconsin Pipe Line Co., Detroit, Mich.
Nicholas O. Boutzilo, Peoples Water & Gas Co., North Miami, Fla.

J. E. Braun, Michigan Wisconsin Pipe Line Co., Detroit, Mich.

H. C. Bruner, Johns-Manville Sales Corp., San Francisco, Calif.

R. G. Bryan, United Gas Pipe Line Co., New Orleans, La.

P. Gilbert Burns, Minneapolis Gas Co., Minneapolis, Minn.

Frank L. Butler, Texas Eastern Transmission Corp., Shreveport, La.

Floyd D. Campbell, New England Gas & Electric Association, Cambridge, Mass.

James L. Campbell, New Orleans Public Service Inc., New Orleans, La.

Donald J. Carter, Day & Night Div., Carrier Corp., Monrovia, Calif.

Robert F. Clark, The Sprague Meter Co., Los Angeles, Calif.

Robert H. Coleman, Baltimore Gas & Electric Co., Baltimore, Md.

Don F. Connor, The Consumers' Gas Co. of Toronto, Toronto, Ont., Can.

R. L. Conway, United Gas Corp., Shreveport, La.

Paul J. Cory, Central Indiana Gas Co., Muncie, Ind.

Martin J. Coughlin, The Hartford Gas Co., Hartford, Conn.

John M. Cowan, Permoflex Rubber Products, Inc., Farmingdale, N. Y.

L. W. Crump, Oklahoma Natural Gas Co., Tulsa, Okla.

Edwin R. Culp, Northern Illinois Gas Co., Aurora, Ill.

Renault J. Cyr, Quebec Hydro-Electric Commission, Montreal, Que., Can.

L. D. Dailey, United Gas Corp., Jackson, Miss.

L. E. Dailey, Pacific Gas & Electric Co., Red Bluff, Calif.

Stanley W. Davis, Boston Gas Co., Boston, Mass.

Gayle L. Dalferes, Haskins & Sells, New Orleans, La.

Charles W. Daniels, Northern Illinois Gas Co., Aurora, Ill.

Henry D. Dean, Texas Eastern Transmission Corp., Shreveport, La.

C. Thomas Deere, Addressograph-Multigraph Corp., Cleveland, Ohio

James J. Diesing, Kansas-Nebraska Natural Gas Co., Inc., Hastings, Nebr.

Walter Dornfest, Brooklyn Borough Gas Co., Brooklyn, N. Y.

Francis E. Drake, Jr., Rochester Gas & Electric Corp., Rochester, N. Y.

John Eastridge, Pacific Gas & Electric Co., Bakersfield, Calif.

Arthur R. Ehrnschwender, The Cincinnati Gas & Electric Co., Cincinnati, Ohio

George E. Emmons, South Jersey Gas Co., Glassboro, N. J.

William J. Evers, Public Utilities Commission of Calif., Los Angeles, Calif.

Francis G. Fabian Jr., Dresser Manufacturing Div., Bradford, Pa.

A. A. Fick, Wisconsin Power & Light Co., Berlin, Wisc.

Robert E. Field, Price Waterhouse & Co., New York, N. Y.

Robert J. Fitzpatrick, Texas Eastern Transmission Corp., Shreveport, La.

James J. Flanagan, Worcester Gas Light Co., Worcester, Mass.

James M. Ford, Heppenstall Co., Pittsburgh, Pa.

L. J. Fretwell, Oklahoma Natural Gas Co., Tulsa, Okla.

E. Vernon Frost, Frost Engineering Service Co., Huntington Park, Calif.

G. O. Frost, Minneapolis Gas Co., Minneapolis, Minn.

Andrew W. Galvin, Milwaukee Gas Light Co., Milwaukee, Wisc.

P. Ray Ganeriwala, Mansfield Oil Gas Co. Ltd., Calcutta, Ind.

Milton A. Greene, Elizabethtown Consolidated Gas Co., Perth Amboy, N. J.

Walter H. Gruenberg, Michigan Gas Storage Co., Jackson, Mich.

John D. Hagerty, Columbia Gas System Service Corp., New York, N. Y.

J. W. Hargrove, Texas Eastern Transmission Corp., Shreveport, La.

Daniel W. Harris, South Jersey Gas Co., Millville, N. J.

G. W. Hathway, Central Illinois Light Co., Peoria, Ill.

Carl J. Hauck, The Ohio Fuel Gas Co., Columbus, Ohio

Richard E. Hayden, Eclipse Fuel Engineering Co., Rockford, Ill.

J. F. Healy, Michigan Wisconsin Pipe Line Co., Detroit, Mich.

C. F. Henness, Northern Illinois Gas Co., Evanston, Ill.

Patrick B. Henry, The Peoples Gas Light & Coke Co., Chicago, Ill.

Robert B. Herrold, Columbia Gas System Service Corp., Columbus, Ohio

Charles G. Hess Jr., Lone Star Gas Co., Dallas, Texas.

Harry H. Hoehn, The East Ohio Gas Co., Cleveland, Ohio

W. P. Holderness, Southern California Gas Co., Los Angeles, Calif.

Osborn V. Holeman, Reynolds Metals Co., Richmond, Va.

Donald G. Holm, The Peoples Gas Light & Coke Co., Chicago, Ill.

Herbert E. Holmes, Michigan Wisconsin Pipe Line Co., Detroit, Mich.

E. L. Howe, Southern California Gas Co., Los Angeles, Calif.

Clarence G. Huff, New Jersey Gas Co., Asbury Park, N. J.

Howard E. Jenzen, Michigan Wisconsin Pipe Line Co., Detroit, Mich.

Herman N. Johnson, A. O. Smith Corp., Philadelphia, Pa.

Wayne J. Johnson, Trunkline Gas Co., Houston, Texas

Edgar C. Jones Jr., Philadelphia Electric Co., Philadelphia, Pa.

H. H. Jones, West Tennessee Gas Co., Jackson, Tenn.

Robert L. Jones, Michigan Consolidated Gas Co., Detroit, Mich.

Walter M. Jones, San Diego Gas & Electric Co., San Diego, Calif.

Thomas P. W. Karreman, National Service for Gas Supply, The Hague, Holland

George F. Keenan, The Peoples Gas Light & Coke Co., Chicago, Ill.

Anthony R. Kelliher, The Manufacturers Light & Heat Co., Pittsburgh, Pa.

Walter G. Kelly, Michigan Wisconsin Pipe Line Co., Detroit, Mich.

Stephen J. Kennedy, Springfield Gas Light Co., Springfield, Mass.

Paul L. Kesel, Carnegie Natural Gas Co., Pittsburgh, Pa.

Robert W. Keyes, Peoples Water & Gas Co., North Miami, Fla.

H. C. Kilpatrick, Michigan Wisconsin Pipe Line Co., Plainfield, Ill.

Ewald F. Kloer, Worcester Gas Light Co., Worcester, Mass.

L. C. Kobler, San Diego Gas & Electric Co., San Diego, Calif.

(Continued on next page)

- Kenneth E. Koch, Lowell Gas Co., Lowell, Mass.
- Harold F. Kruzan, American Meter Co., Inc., Alhambra, Calif.
- William R. Lambert, Texas Eastern Transmission Corp., Somerset, Pa.
- J. Marvin Lange, Southern California Gas Co., Los Angeles, Calif.
- Lloyd E. Lawson, Pacific Gas & Electric Co., Concord, Calif.
- Hubert O. LeBlanc, City Utilities of Springfield, Mo., Springfield, Mo.
- Robert T. Lesser, Scranton-Spring Brook Water Service Co., Wilkes-Barre, Pa.
- Randall A. Lightbody, Northern Illinois Gas Co., Bellwood, Ill.
- W. W. Lockhart, Southern California Gas Co., Los Angeles, Calif.
- Freeman W. Lohr, Public Service Electric & Gas Co., Newark, N. J.
- Carl C. Mak, Pacific Gas & Electric Co., Richmond, Calif.
- Ray O. Martin, The East Ohio Gas Co., Cleveland, Ohio
- Thomas N. Martin, Peoples Water & Gas Co., North Miami, Fla.
- Wallace A. MacDonald, The Hartford Gas Co., Hartford, Conn.
- Franklin N. McClelland, Haskins & Sells, Denver, Colo.
- John H. McDonald, Brooklyn Borough Gas Co., Brooklyn, N. Y.
- Richard L. McGourty, Appliance Controls Div., Minneapolis-Honeywell Regulator Co., Gardena, Calif.
- Donald J. McGowan, Consumers Power Co., Jackson, Mich.
- Daniel V. Meiller, Northern Illinois Gas Co., Bellwood, Ill.
- Merle C. Meyers, Western Kentucky Gas Co., Danville, Ky.
- Andre A. Mignonac, Stein & Roubaix, Paris, France
- Deuglas W. Minion, Canadian Western Natural Gas Co. Ltd., Calgary, Alta., Can.
- F. A. Monroe, Southern California Gas Co., Los Angeles, Calif.
- Ellen-Irene Montgomery, Southern Counties Gas Co., Santa Barbara, Calif.
- Robert L. Moon, New York State Electric & Gas Corp., Geneva, N. Y.
- Charles E. Morrison, Texas Eastern Transmission Corp., Shreveport, La.
- Roderick G. Morrison Jr., The Tampa Gas Co., Tampa, Fla.
- Earl W. Mueller, Laclede Gas Co., St. Louis, Mo.
- Lewis G. Mullins, Borough of Chambersburg, Chambersburg, Pa.
- E. S. Munson, Royal Jet, Inc., Alhambra, Calif.
- John T. Muse Jr., West Tennessee Gas Co., Jackson, Tenn.
- Carl H. Nelson, New York State Electric & Gas Corp., Ithaca, N. Y.
- M. H. North, Oklahoma Natural Gas Co., Tulsa, Okla.
- Edward J. Ocean, Michigan Consolidated Gas Co., Detroit, Mich.
- Gerald D. O'Connell, Kings County Lighting Co., Brooklyn, N. Y.
- Harry A. Offutt, New York State Natural Gas Corp., Pittsburgh, Pa.
- George A. Ohman, Worcester Gas Light Co., Marlboro, Mass.
- Audley H. Peck, Michigan Consolidated Gas Co., Detroit, Mich.
- Frank J. Petrosky, Scranton-Spring Brook Water Service Co., Wilkes-Barre, Pa.
- Charles M. Poor, Michigan Consolidated Gas Co., Detroit, Mich.
- H. Vinton Potter, Oklahoma Natural Gas Co., Tulsa, Okla.
- Bernard L. Prince, United Gas Corp., Shreveport, La.
- William W. Purnal, The Peoples Gas Light & Coke Co., Chicago, Ill.
- Charles Putz, The Peoples Gas Light & Coke Co., Chicago, Ill.
- John A. Pyeatt, Pacific Gas & Electric Co., Richmond, Calif.
- J. A. Radcliffe, Southern California Gas Co., Los Angeles, Calif.
- Clarke M. Rainey, Laclede Gas Co., St. Louis, Mo.
- Charles K. Reed, North Shore Gas Co., Waukegan, Ill.
- Kurt M. Richter, New York & Richmond Gas Co., Staten Island, N. Y.
- John F. Ring, Public Service Electric & Gas Co., Newark, N. J.
- S. L. Robertson Jr., Texas Eastern Transmission Corp., Shreveport, La.
- Bernard F. Rogan, New York & Richmond Gas Co., Staten Island, N. Y.
- J. Paul Rogers, Lone Star Gas Co., Dallas, Texas
- C. J. Ryan, Minneapolis Gas Co., Minneapolis, Minn.
- Maurice J. Ryan, Kings County Lighting Co., Brooklyn, N. Y.
- James B. Sayers, The Peoples Natural Gas Co., Pittsburgh, Pa.
- Harold E. Schwalm, Northern Illinois Gas Co., Bellwood, Ill.
- Mrs. Florence M. Schwarz, Worcester Gas Light Co., Worcester, Mass.
- Harold A. Scott, Reynolds, Smith & Hills, Jacksonville, Fla.
- Karl L. Seavitt, Michigan Consolidated Gas Co., Detroit, Mich.
- Fred T. Sessions, Washington Gas Light Co., Washington, D. C.
- E. D. Sheehan, Northern Illinois Gas Co., Bellwood, Ill.
- Helmer F. Sheline, Kansas State Corp. Comm. Conserv. Div., Wichita, Kan.
- James F. Simes, New Jersey Natural Gas Co., Asbury Park, N. J.
- J. T. Simon, Mountain Fuel Supply Co., Rock Springs, Wyo.
- Eugene J. Skerkoske, Eclipse Fuel Engineering Co., Rockford, Ill.
- Nicholas A. Slobodchikoff, Pacific Gas & Electric Co., San Francisco, Calif.
- Dowdell Smith, Southern California Gas Co., Los Angeles, Calif.
- James F. Snyder, The Peoples Gas Light & Coke Co., Chicago, Ill.
- Robert B. Snyder, Canadian Western Natural Gas Co. Ltd., Calgary, Alta., Can.
- Kenyon Spalding, Pacific Gas & Electric Co., San Francisco, Calif.
- John E. Spears, Koppers Co., Inc., Gas & Coke Div., Kearny, N. J.
- Sid Spencer, A. O. Smith Corp., Permaglas Div., Los Angeles, Calif.
- Arnold D. Spillman, Philadelphia Electric Co., Philadelphia, Pa.
- Donald M. Spinell, Thermac Co., Cleveland, Ohio
- J. C. Spurger Jr., Houston Natural Gas Corp., Houston, Texas
- Hugh F. Steen, El Paso Natural Gas Co., El Paso, Texas
- George Steven, Worthington Corp., Buffalo, N. Y.
- Charles A. Stevens, Public Service Electric & Gas Co., Newark, N. J.
- Gene A. Swanson, Michigan Wisconsin Pipe Line Co., Detroit, Mich.
- William J. Taraldson, Minneapolis Gas Co., Minneapolis, Minn.
- Jack E. Treadman, Chicago District Pipeline Co., Chicago, Ill.
- R. D. Trella, Michigan Wisconsin Pipe Line Co., Detroit, Mich.
- Daniel L. Turner, San Diego Gas & Electric Co., San Diego, Calif.
- Randolph U. Vandervoort, United Gas Pipe Line Co., Shreveport, La.
- Cecil Van Gundy, Panhandle Eastern Pipe Line Co., Kansas City, Mo.
- Carl J. Veit, The East Ohio Gas Co., Cleveland, Ohio
- G. H. Verstuyft, Southern California Gas Co., Los Angeles, Calif.
- Val Viall, Southern California Gas Co., Los Angeles, Calif.
- Nicholson G. Wade, Citizens Gas & Coke Utility, Indianapolis, Ind.
- George W. Warrick, Northern Illinois Gas Co., Bellwood, Ill.
- R. A. Wasem, Pacific Gas & Electric Co., Marysville, Calif.
- J. E. Watts, Long Island Lighting Co., Hicksville, N. Y.
- Joseph F. Weiler, Texas Eastern Transmission Corp., Shreveport, La.
- J. Harold Weis, Producers Gas Co., Olean, N. Y.
- Ronald L. Whaley, W. C. Nickum & Sons, Seattle, Wash.
- W. J. Wheeler, United Gas Corp., Monroe, La.
- David G. Whelan, Pacific Gas & Electric Co., San Francisco, Calif.
- Harold W. White, The Peoples Gas Light & Coke Co., Chicago, Ill.
- J. B. White Jr., Texas Eastern Transmission Corp., Shreveport, La.
- Frank H. Woy, The Montana Power Co., Butte, Mont.
- William G. Wright, United Fuel Gas Co., Charleston, W. Va.
- D. J. Yearout, Pacific Gas & Electric Co., Avenal, Calif.
- Barbara J. Zeches, United Gas Corp., Houston, Texas
- Otto E. Zwanzig, British Columbia Electric Co., Ltd., Vancouver, B. C., Can.

OBITUARY

John D. Alden

formerly an engineer for the Jersey Central Power & Light Co., and retired since 1944, died recently at the age of 79.

Mr. Alden, a graduate of the Stevens Institute of Technology, served in the Spanish-American War. He is a direct descendant of the famed John Alden of Colonial times.

John D. Alden was a member of the American Gas Association from 1918 until his death. He is survived by his wife, Rachel Weston Alden.

H. Bruce Andersen

a past chairman of A. G. A. Operating Section and widely known as an outstanding gas engineer, died June 18 following a brief illness.

Before retirement in June 1955, Mr. Andersen had been engineer of distribution for Philadelphia Gas Works division of UGI, where he worked for 48 years. He had been active in the American Gas Association for many years and also was a member of the Pennsylvania Gas Association, the Society of Gas Lighting, and the Engineer's Club of Philadelphia.

He is survived by his wife, a daughter, and a son.

Walter C. Dayton

president of Walter C. Dayton & Associates, Inc., Albion, N. Y., died June 11 at the age of 72.

Mr. Dayton was associated with the gas industry for nearly 50 years. He was the inventor of the first autocatalytic cracking process for making oil gas, for which a patent was issued in 1924. This formed the basis for several modifications, including the widely known Dayton-Faber process. The Dayton concern's activities in the gas industry included construction of many plants in this country and abroad.

Mr. Dayton was a member of the American Gas Association.

Cecil K. Drinker

former dean of the Harvard University School of Public Health, died recently at the age of 69.

Dr. Drinker was active in establishing industrial medical practices in the gas industry. In 1925 he was one of two physicians who challenged a Bureau of Mines finding that tetra-ethyl lead was not injurious to public health.

At about the same time, he was active in training artificial respiration and rescue squads for the Brooklyn Edison Company.

Survivors include a daughter, a son, and three grandchildren.

Eberhard Hecker

former director of the Hamburger Gas Werke in Hamburg, Germany, died May 12 after a brief illness. He was 55 years old. Dr. Hecker, a doctor of engineering, was on the staff of the publication *Der Gasverkauf*.

Survivors are his widow Else Hecker, his sons Rudolf and Hans-Peter, and his daughter, Marion Hecker.

George T. Kelly

controller and treasurer of Southern Counties Gas Co., Los Angeles, Calif., from 1950 until he went on disability in 1954, died June 3 at the age of 49. Mr. Kelly joined Southern Counties in 1948, following a career with Southern California Gas Company which dated back to 1929.

He is survived by his wife, Ruth Kelly.

Singer B. Irelan

a director of Cities Service Co., and president of Cities Service Oil Co., died June 18. He was 67 years old.

Mr. Irelan began his career as a trainee with Cities Service's Denver Gas and Electric Company in 1909, immediately following graduation from Purdue. A year later he was made secretary and treasurer of the Fremont (Neb.) Gas and Electric Company. There he developed some original ideas in accounting and recording, and was called to New York to devise a new classification of accounts for the entire Cities Service system.

At the time of his death, he was president of numerous Cities Service affiliates. He was a member of about a dozen organizations including the American Gas Association, Mid-Continent Oil and Gas Association, Texas Mid-Continent Oil and Gas Association, and Independent Natural Gas Association of America.

Surviving are his widow, Edith Froeb Irelan, and three daughters.

Thomas L. Kemp

retired general manager of Citizens Gas and Coke Utility, died recently at the age of 72. Mr. Kemp retired from the utility in 1952 because of ill health.

He started his career in the gas and coke industry in Duluth at the age of 20, and two years later joined the American Coke and Gas Construction Company. He was construction superintendent for this firm when it built the first coke oven battery at the Indianapolis Prospect Street Plant in 1909 and remained as plant superintendent for four years.

Between his two periods of service at Citizens Gas, Mr. Kemp was superintendent, vice-president and general manager of Indiana Coke & Gas Company of Terre Haute, Indiana, in 20 years with that firm. He joined Citizens Gas in 1935 and served as its general manager from then until his retirement.

He was active in the American and Indiana Gas Associations and the American Coke and Coal Chemicals Institute.

Survivors include the widow, Myra Short Kemp, three daughters, and two sons.

CONVENTION CALENDAR

1956

JULY

- 16-20 • Western Summer Radio-Television and Appliance Market, Western Merchandise Mart, San Francisco, Calif.
- 24-27 • NARUC Annual Convention, Sheraton Palace Hotel, San Francisco, Calif.

SEPTEMBER

- 7 • New Jersey Gas Association, Annual Meeting, Spring Lake, N. J.
- 11-13 • Pacific Coast Gas Association, Annual Meeting, Hotel del Coronado, Coronado, Calif.
- 14-15 • Maryland Utilities Association, Fall Conference, The Cavalier Hotel, Virginia Beach, Va.
- 18-19 • A. G. A. Accident Prevention Conference, Shirley-Savoy Hotel, Denver, Colo.
- 19-21 • Southeastern Gas Association, Hotel Sir Walter, Raleigh, N. C.

OCTOBER

- 8-12 • National Metal Exposition, Cleveland, Ohio (A. G. A. will exhibit)
- 15-17 • A. G. A. Annual Convention, Atlantic City, N. J.
- 17-19 • Wisconsin Utilities Association, Electric and Gas Section Convention, Schroeder Hotel, Milwaukee, Wis.
- 22-24 • American Standards Association, Hotel Roosevelt, New York City

NOVEMBER

- 1-2 • American Home Laundry Manufacturers Association, Conrad Hilton Hotel, Chicago, Ill.
- 12-15 • American Petroleum Institute, Conrad Hilton Hotel, Chicago, Ill.
- 12-16 • National Hotel Exposition, New York Coliseum, New York City
- 25-30 • The American Society of Mechanical Engineers, Statler Hotel, New York City

1957

JANUARY

- 28-29 • Industrial Heating Equipment Association, Washington, D. C.

FEBRUARY

- 3-5 • Public Utility Buyers' Group, National Association of Purchasing Agents, The Brown Hotel, Louisville, Ky.

Personnel service

SERVICES OFFERED

Public Relations Executive available—well rounded corporation and trade association experience. Versatile, capable of promoting meaningful down-to-earth program. Harvard graduate school. Top references. 1842.

Gas Engineer—age 38. B.S. degree in E.E. Sixteen years with a combination natural gas and electric utility. Broad knowledge of gas utilization. Working knowledge of gas distribution design and maintenance. General knowledge of commercial departments, accounting, rates, electric operation, etc. Desires position of responsibility with growing natural gas or combination utility that will fully utilize experience and ability. 1843.

Petroleum and Natural Gas Engineer—31, desires position with oil or gas company as research or production engineer. Presently natural gas research engineer with technical responsibility for research project on deliverability study of underground natural-gas storage reservoirs. Well acquainted with all phases of oil and gas well production-testing, gas reservoir mechanics and reserve calculations, data correlation, and technical reporting. Present salary \$6400. 1844.

Chemical Engineer—with gas engineering experience, employed, desires position in operation, development or process engineering with natural gas company. Will consider consulting. 1845.

Administrative Executive position—20 years' of natural gas experience. Background of finance accounting and construction including general and customers accounting, financing of construction, budget preparation and control and surveys for investments. 1846.

Graduate Engineer—from India, qualified and trained in gas engineering and fuel technology in England with six years' experience in the gas industry in West Germany desires suitable opening in city gas distribution company in U.S. Prepared to work in any capacity. 1847.

Manager, Industrial and Commercial Department—desires to relocate in company where larger opportunity is available. Experience includes industrial and commercial sales, rate making, public utility commission proceedings, and consulting work. Registered professional engineer. 1848.

POSITIONS OPEN

Graduate Mechanical Engineer—knowledge of standard testing procedures of A. G. A. for gas heating equipment—furnaces, unit heaters, room heaters. Knowledge of manufacturing techniques will be helpful. Position with mid-west manufacturer. Write giving complete resume, and salary requirements. 0815.

Chief Engineer—long established and growing company in Midwest needs a chief engineer with good administrative background. He should have experience in the valve and fitting fields or be familiar with application in allied industries such as gas and water. He should be: 1. 35-45; 2. creative but practical—able to develop new ideas; 3. mature and tactful; 4. have good technical background as a mechanical engineer; 5. have top management potential. Salary, \$15,000 to \$20,000 plus other benefits. 0816.

Operations Assistant—engineering graduate with utility operating experience and some knowledge of utility accounting. Work directly un-

der direction of vice president on analyses of property operations of diversified utility. Heavy travel. Submit complete resume and starting salary desired. 0817.

Assistant Gas Distribution Superintendent—want experienced man in all phases of gas distribution. Opening is with a manufactured gas utility on Florida west coast presently expecting to convert to natural gas. Property has 22,000 consumers. Must be completely familiar with construction and maintenance of mains and services, operation of meter shop and customers service work. Prefer man under 35 with some technical training. Write giving complete background, education and references. 0818.

Gas Engineer—Connecticut utility requires young gas engineer capable of planning the installation of gas mains, services and meters. Prefer man under 35 with technical background and some experience. For properly qualified person this is a permanent, pleasant, well-paying position. Reply stating age, experience, education, and personal particulars. 0819.

Engineer—Manufacturer of line of natural gas cleaners and scrubbers desires engineer for gas equipment department. Prefer experience in design of this or related equipment, or experience with gas distribution companies. Position is excellent opportunity, with salary dependent on background and experience. 0820.

Gas Engineer—Technical graduate with background in gas utility engineering and operations for gas section of chief engineer's office of Midwestern natural gas utility operating in three states. Salary commensurate with qualifications. Give age, education, and experience in reply. Replies will be held confidential. 0821.

Facts and figures

(Continued from page 26)

riod in 1955. During this same cumulative period electric dryer shipments rose 18.1 per cent to 363,100 units.

Gas appliance data relate to manufacturers' shipments by the entire industry compiled by the Gas Appliance Manufacturers Association. Industry-wide electric appliance statistics are based on data compiled by the National Electric Manufacturers Association and are reprinted by GAMA in its releases. Data relating to oil-fired burner installations are compiled by *Fuel Oil and Oil Heat*. Data

on both gas and electric dryer shipments are released regularly by the American Home Laundry Manufacturers Association.

Total sales of the gas utility and pipeline industry to ultimate consumers during April, 1956 reached 6,678 million therms, up 13.9 per cent over sales of 5,862 million therms during the same month a year ago. The effect of the greater house heating demand due to the colder weather experienced throughout most of the country was reflected by the increased sales. There were 53 per cent more degree days during April of this year as against April of 1955.

Sales of gas to industrial users were up approximately 4.7 per cent in the current period over the same month of last year. Industrial production, as measured by the Federal Reserve Board index remained at a very stable 142 (1947-1949 = 100), up 4.4 per cent over last year. The Association's April index of gas utility and pipeline sales is 222.7 (1947-1949 = 100).

During the 12 months ending April 30, 1956, total utility and pipeline sales of gas aggregated 70.1 billion therms, equivalent to an increase of 8.7 per cent over the 64.5 billion therms consumed in the 12 months ending April 30, 1955.

Advance Manley, Maurer

MISSISSIPPI RIVER Fuel Corp., St. Louis, Mo., has announced the election of Arthur W. Manley to vice-president, and C. J. Maurer to treasurer. Mr. Manley has been with the company since 1949, and has served as secretary of the company, as well as assistant to the president. He continues in his capacity of secretary.

Mr. Maurer, assistant treasurer since 1951, has been with the company since 1947. He succeeds Charles Shuttleworth, who is retiring after having been with the organization since its inception in 1929.

Name Patricia Huff

MISS PATRICIA HUFF of Elyria has been named general home service director of the Ohio Fuel Gas Company, replacing Miss Mary E. Huck. Miss Huck, Ohio Fuel general home service director, and a past chairman of A. G. A. Home Service Committee, resigned to accept a position as director of home economics for the Frigidaire division of General Motors. Miss Huff has been with Ohio Fuel for three years. She started in Springfield in 1953 and in 1954 was promoted to home service director for Ohio Fuel's Elyria district.

Honor Gussie Jones

FOR DISTINGUISHED service to advertising, Gussie O. Jones has received the third annual award of the Atlanta Advertising Club.

Miss Jones, advertising manager of the Atlanta Gas Light Company since 1939, is the first woman to receive this honor. She has received honorable mention in the Women's Advertising Clubs of Chicago (1940) and St. Louis (1947). Her advertising work has won prizes in PUAA contests in six of the past ten years. She has served on the National Advertising Committee of the American Gas Association.

A.G.A. Advisory Council

B. C. ADAMS.....Kansas City, Mo.
FRANK H. ADAMS.....Toledo, Ohio
L. L. BAXTER.....Fayetteville, Ark.
A. M. BEEBEE.....Rochester, N. Y.
EVERETT J. BOOTHBY.....Washington, D. C.
GLENN W. CLARK.....Oklahoma City, Okla.
SHELDON COLEMAN.....Wichita, Kans.
STUART M. CROCKER.....New York, N. Y.
WALTER H. DAVIDSON.....Houston, Texas
J. F. DONNELLY.....Milwaukee, Wisc.
E. H. EACKER.....Boston, Mass.
HENRY FINK.....Detroit, Mich.
RALPH L. FLETCHER.....Providence, R. I.
J. A. FRY.....Detroit, Mich.
A. T. GARDNER.....Wilmington, Del.
C. H. GUEFFROY.....Portland, Ore.
W. G. HAMILTON JR.....Philadelphia, Pa.
R. M. HESKETT.....Minneapolis, Minn.
FREDERIC O. HESS.....Dresher, Pa.
ROBERT A. HORNBY.....San Francisco, Calif.
J. K. HORTON.....San Francisco, Calif.
D. A. HULCY.....Dallas, Texas
W. H. KURDELSKI.....Grand Rapids, Mich.
A. W. LUNDSTRUM.....Columbus, Ohio
EARLE J. MACHOLD.....Syracuse, N. Y.
N. C. McGOWEN.....Shreveport, La.
J. F. MERRIAM.....Omaha, Neb.
L. B. RICHARDS.....Harrisburg, Pa.
LOUIS RUTHENBURG.....Evansville, Ind.
LARRY SHOMAKER.....Omaha, Neb.
FRANK C. SMITH.....Houston, Texas
R. G. TABER.....Atlanta, Ga.
ALLYN C. TAYLOR.....Reading, Pa.
PAUL R. TAYLOR.....New York, N. Y.
RAY TROWBRIDGE.....Seattle, Wash.
TOM P. WALKER.....Houston, Texas
T. WEIR.....Chatham, Ontario
CHARLES G. YOUNG.....Springfield, Mass.

PAR COMMITTEE

Chairman—H. R. Derrick, Laclede Gas Co., St. Louis, Mo.

FINANCE COMMITTEE

Chairman—Ernest R. Acker, Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.

LABORATORIES MANAGING COMMITTEE

Chairman—N. B. Bertolette, The Hartford Gas Co., Hartford, Conn.

Associated organizations

GAS APPLIANCE MANUFACTURERS ASSOCIATION

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